

# Accelerate your business success with Sage CRM



‘Over the last four years our company’s revenue has grown about 60 percent and we would not have been able to do that without Sage CRM’

Karen Zfaty,  
Director, Marketing Info Systems,  
PARS

Sage CRM is an affordable, adaptable and easy to use CRM solution designed with the needs of small and medium sized companies at its core.

Using Sage CRM our customers save time, increase productivity and gain greater visibility across the business for actionable decision making.

With Sage CRM, business wide visibility ensures you can see where your business stands at any moment in time. This means you can make accurate assessments and take the actions necessary to accelerate your business success.

### What can Sage CRM do for you?

- Drive efficiency and work smarter and faster with an intuitive CRM solution
- Grow sales effectively by knowing where your business stands with better insight and forecasting for actionable decision making
- Improve sales forecasting accuracy and make critical sales assessments against your business KPIs
- Mobilise your workforce with access to key customer information from anywhere
- Create targeted marketing campaigns that deliver a greater return on investment
- Deliver exceptional customer service and delight your customers at every touch point
- Extend and adapt Sage CRM to suit your unique business needs now and in the future
- Connect the different parts of your business with an integrated Sage CRM and Sage ERP solution\*, ensuring that everyone, in every department is working together

### Why Sage CRM is the best choice for small and medium companies

#### Create a productive workforce

Sage CRM offers a complete solution for your sales, marketing and customer service teams.

Sage CRM gives sales people instant access to pipelines, contacts, calendars, and sales reports. This ensure they can focus on selling, whether in the office or on the road.

Sage CRM helps marketers plan, execute, and measure the success of every marketing campaign. You can eliminate guesswork, send the right message to the right people and make the best use of your resources.

With Sage CRM, your customer service team gains better visibility into customer issues, they can collaborate, and they can become more productive.

#### Gain valuable business insight

With Sage CRM you and your management team can see where your business stands with access to real-time critical business information.

Sage CRM provides better insight and forecasting for actionable decision making. And our visual reports, analytics and management dashboards enable you to see how your business is performing.

Dedicated tools for managers deliver comprehensive sales-oriented data and insight designed to help you improve effectiveness and efficiency to drive revenue. You can quickly assess how healthy your teams sales pipeline is for greater sales performance analysis. You can also gain insight into valuable information such as KPIs, sales performance, opened and closed sales, opportunities and forecasting data.

‘You realise how powerful it is when an executive comes and asks you to track something within the business and you can turn it around for them in 30 seconds.’

Karen Snyder,  
Chief Information Officer,  
American Pool Enterprises



> Dashboards, charts and KPIs enable you to see how your business is performing at any time.

#### Mobilise your teams

With Sage CRM your mobile workers can access critical customer information in real-time, on any device regardless of where they are.

Your sales and customer service teams can view and update contacts, opportunities and leads while on the road or at customer sites.

This ensures they become more productive and service your customers more effectively.

#### Connect with your customers on social media

Sage CRM connects with key social media applications including LinkedIn, Twitter, Yammer and Facebook, so you can engage with prospects and customers, generate leads and increase revenue.

#### Extend and adapt Sage CRM to suit your business

We understand your business is growing and therefore our intuitive CRM solution is designed to adapt to your needs now and in the future. Using Sage CRM you can streamline business processes to match how your business works with highly customisable workflows that make business processes simpler and easier to follow. This eliminates the need to perform manual tasks around daily activities, improving the productivity of your teams.

With Sage CRM Builder\*\*, you can get more from your investment by transforming how you use Sage CRM in your company.

You can adapt Sage CRM to your individual needs by building new business modules to manage any area of your business. Sage CRM customers around the world are already using Sage CRM Builder to plan events and training courses, track competitors, implement key business projects and more.

#### Deploy how you want it

Sage CRM is available in the cloud or on-premise: it's your choice.

\* Integrated Sage CRM & Sage ERP is currently only available with Sage CRM On-Premise

\*\*Sage CRM Builder is available with Sage CRM Professional only

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial of Sage CRM Cloud at [www.sagecrm.com](http://www.sagecrm.com)

