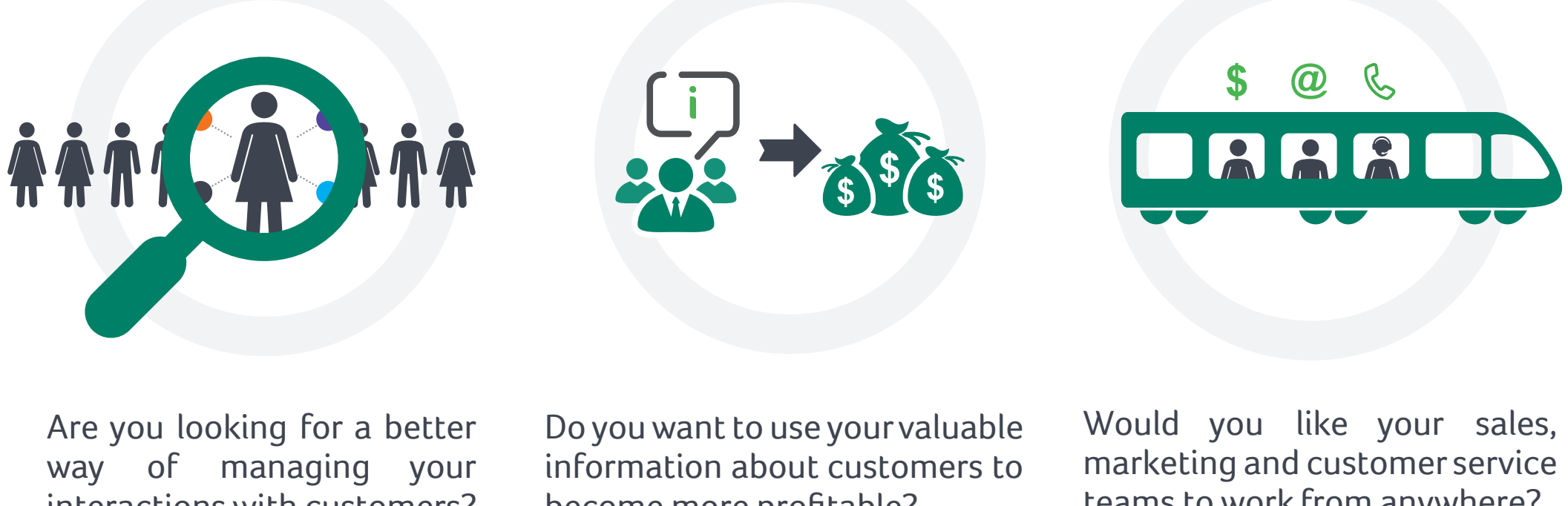


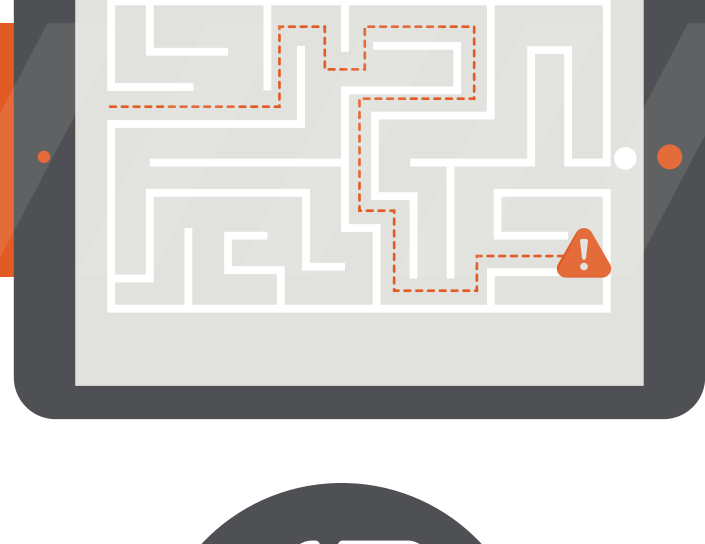
What is CRM?



Are you looking for a better way of managing your interactions with customers?

Do you want to use your valuable information about customers to become more profitable?

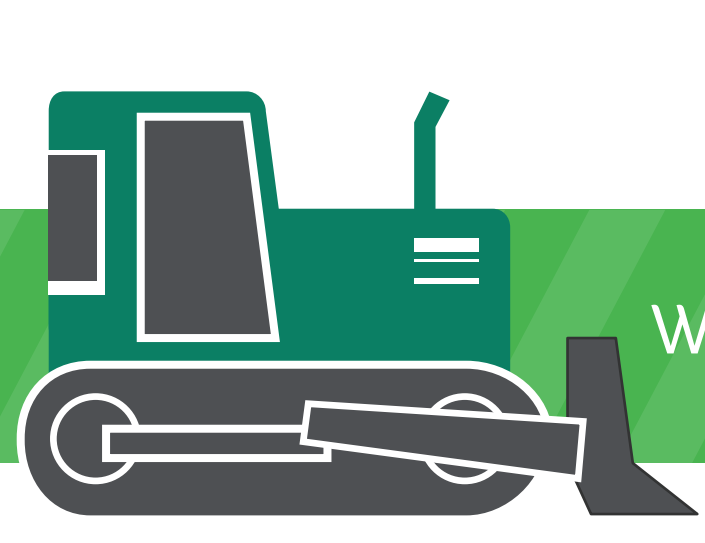
Would you like your sales, marketing and customer service teams to work from anywhere?



Finding a solution to this might seem impossible



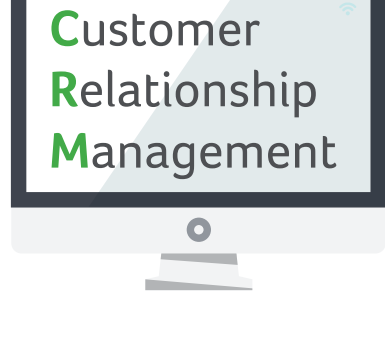
What if you could manage your customer information and interactions in one place, automate your sales processes and generate reports in real-time?



We built that solution for you



Let's cover the basics:



CRM stands for customer relationship management, and it's a way of managing interactions with prospects, leads and customers as they move through your sales cycle

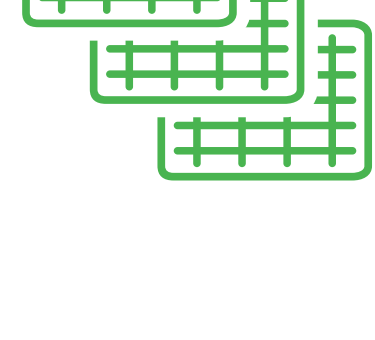


CRM software helps businesses improve customer relationships by managing communications across departments including sales, marketing and customer service

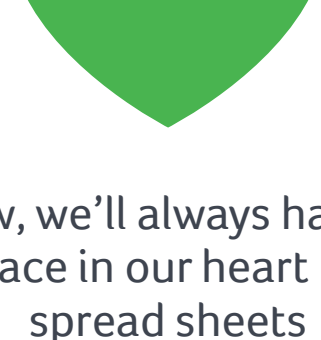


With CRM software, all of your customer data lives securely in one place, meaning you can spend less time worrying about your tools and more time developing profitable relationships with your customers

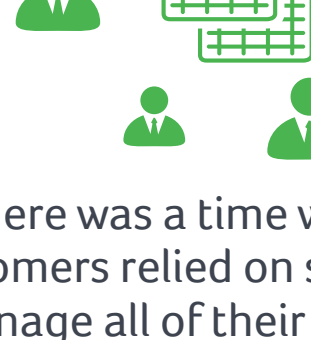
At Sage, we help businesses achieve the impossible



Take spread sheets



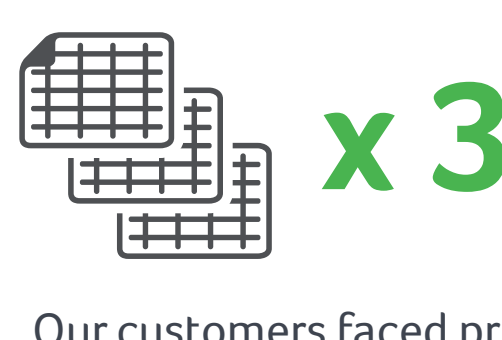
Now, we'll always have a place in our heart for spread sheets



But there was a time when many of our customers relied on spread sheets to manage all of their customer data



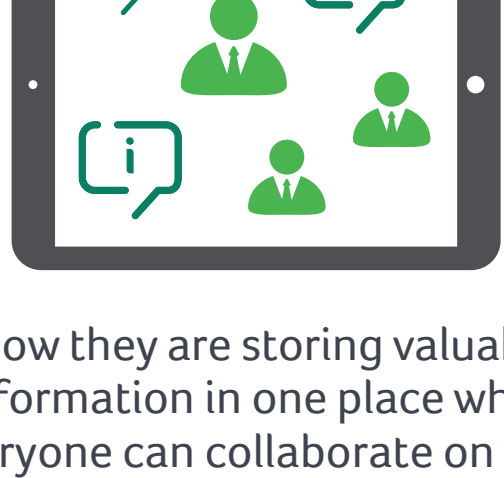
When sales people for these companies left, nobody was able to use the information they left behind



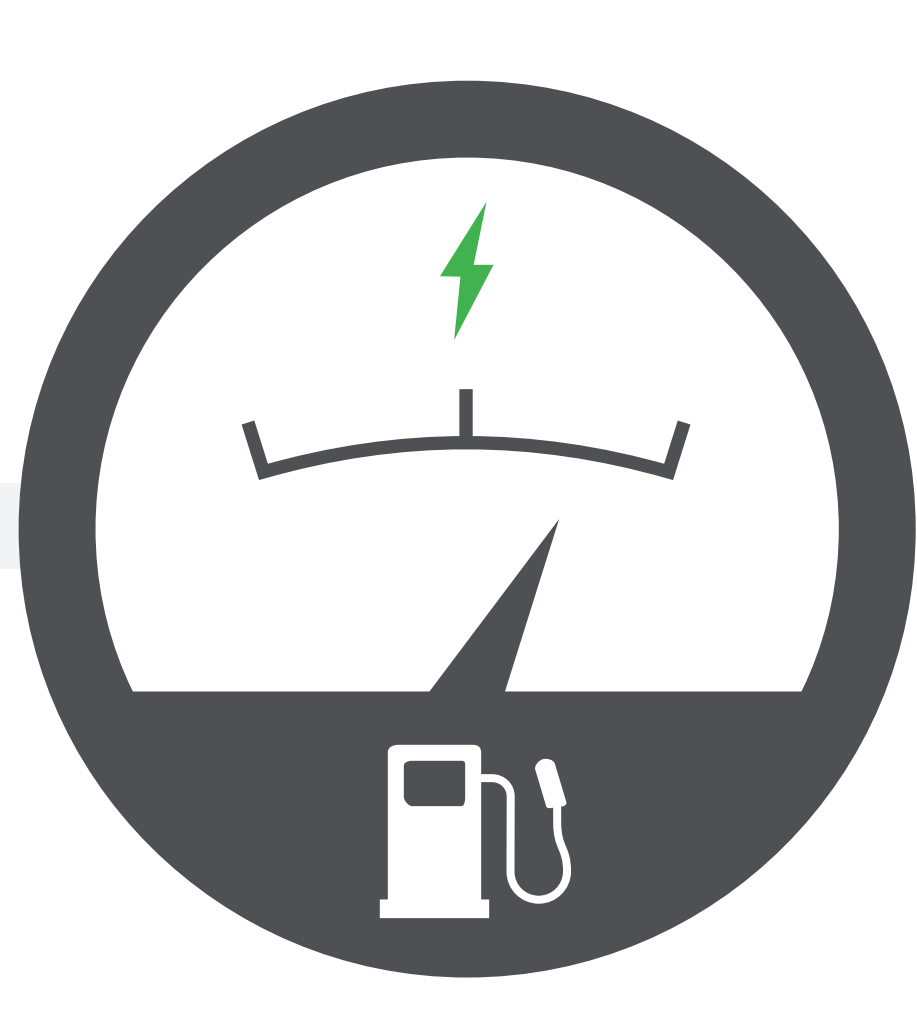
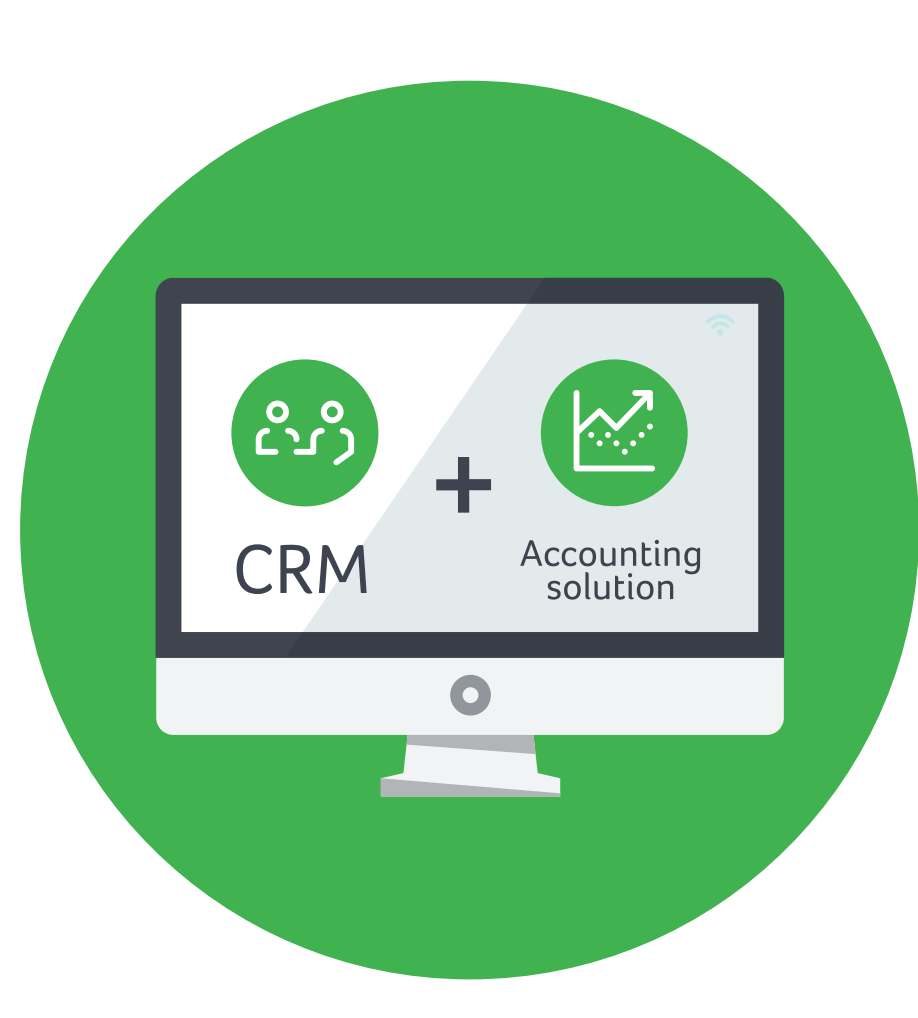
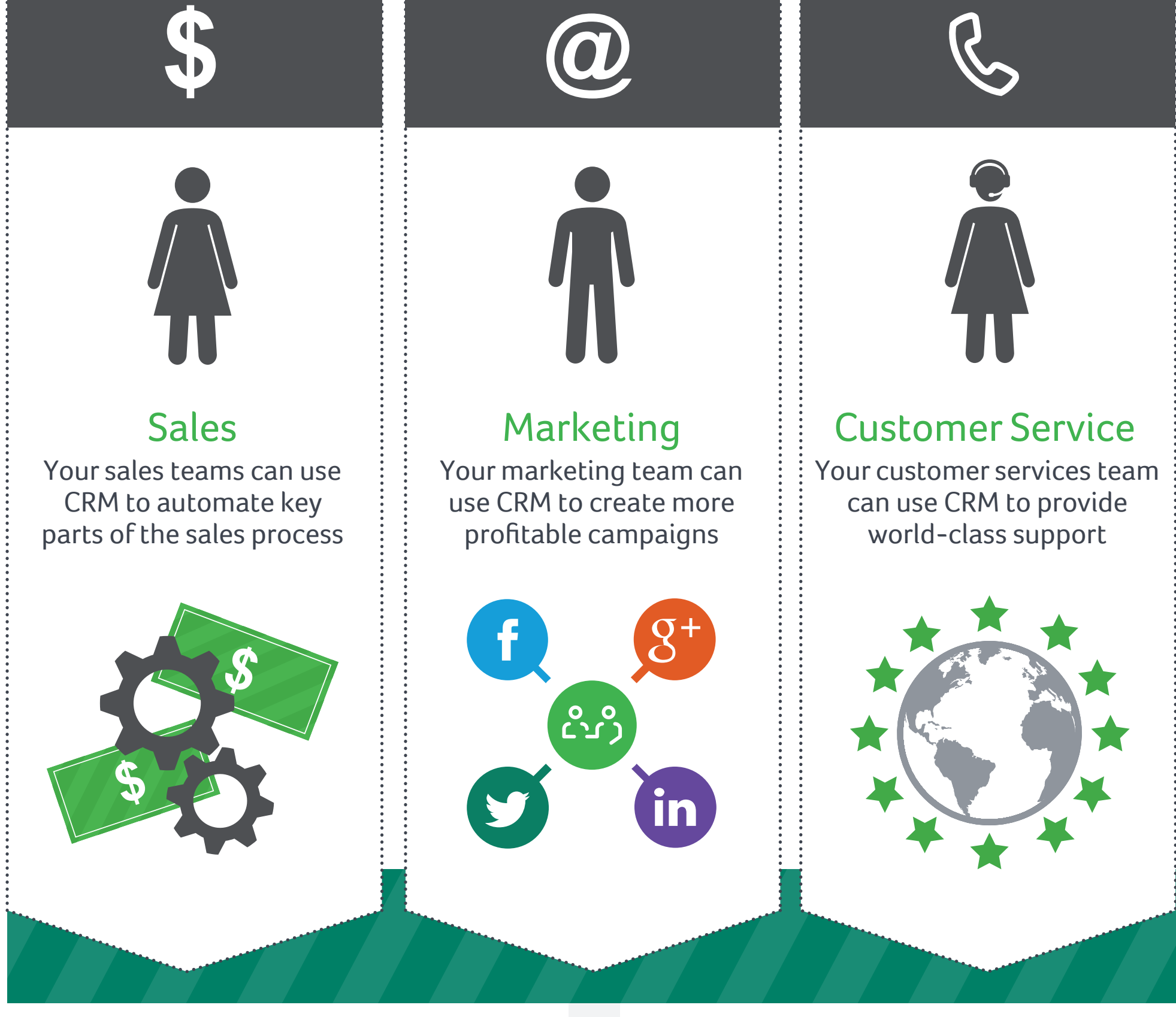
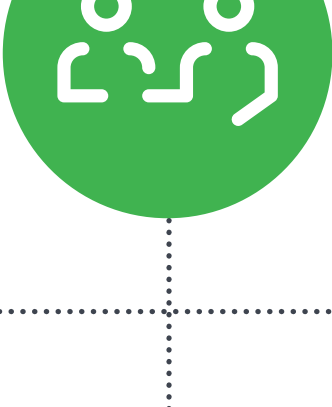
Our customers faced problems like maintaining multiple versions of the one spread sheet



Our customers overcame these problems with CRM



Now they are storing valuable information in one place where everyone can collaborate on what matters



CRM and your Sage accounting solution will help you gain valuable insight into how your business is performing, meaning you can fuel the growth of your business



If you'd like to learn more about CRM, download our free Ultimate Guide to CRM today