

# Small Business CRM

SMB Quick Reference Series

## What You Need to Know.

Small business owners keep asking the same question: "Do I really need a customer relationship management system?" Organizations with small budgets often see CRM as a luxury item.

A key to business success is relationship management. It seems almost too obvious, doesn't it? Relationship management finds customers, understands customer behavior, communicates and stays in touch with customers, understands and meets unique customer expectations, needs, and interests, and turns buyers into predictable and long-term sources of profit.

CRM is far from a luxury. CRM is a business necessity. CRM helps you answer two fundamental questions:

1. How does my business acquire customers?
2. What motivates my customers to buy and how do they purchase from me?

Insight into these two questions – and actions taken as a result – sets you apart from the competition and attracts a larger share of interest, revenue, and profit.

If you're a one-person sales and marketing team, then you probably can continue with your spreadsheet-based tracking system. If, however, you need to share information across even a handful of team members, or have plans to grow your business, then a CRM system is worth another look.

CRM brings considerable benefit – even to small business. Some of the many potential advantages include:

- Having a **360-degree view of your customers**, from initial contact to sales order to follow-up activities;
- Improved **identification of cross- and up-selling opportunities**;
- Quick identification and **qualification of new sales opportunities**;
- **Superior customer service** and competitive responsiveness;
- Discovery and **management of the most profitable and loyal customers** for business value growth;
- **Enhanced communication and activity coordination** between internal marketing and sales;
- Capture and exploitation of 'institutional memory' (contacts, activities, results) for **process improvement**; and,
- Better, **more accurate marketing investment spend** – putting dollars where they return the most.

Superior CRM solutions help you build customer relationships by setting mutually satisfying goals between organizations and customers, establishing and maintaining customer rapport and producing positive feelings in your organization and for the customers.

What is the bottom line? Your business gains more loyal and profitable customers who repeatedly buy from you for a longer period of time.

Is CRM beneficial to small businesses? Yes.

Is there a clear solution choice that provides the best answer to small business CRM needs? Most certainly. That answer is SMB CRM, by NextCorp. SMB CRM is designed specifically around the needs of small businesses, powerful and scalable enough to meet the most rigorous growth and process demands, secure enough to meet the most exacting requirements, and offered through anytime, anywhere subscriptions. SMB CRM brings you the customer relationship benefits you need without implementation, business or budgetary disruption.

Is now the time to jump in to CRM? Absolutely. SMB CRM brings you the right tools at the right time to plan, execute, and manage your customer relationships for advantage, new opportunity, revenue, and profit.

Go ahead. Check us out. Get industrial-strength CRM solutions designed for small and medium business. Get NextCorp SMB CRM. **1-888-525-6398 (NEXT)** or **www.smbsuite.com**

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