

## Accelerate your business success with Sage CRM



Sage CRM is a powerful, flexible, and intuitive CRM solution. It provides everyone in your business access to the information they need to close sales faster and make every customer interaction count.

We designed Sage CRM with the needs of small and medium-sized companies in mind. It's affordable, it's easy to use, and it can grow with your business. Whether you're just starting out or have grown to several hundred employees, Sage CRM can help.

### Why Sage CRM is specifically designed for small and medium-sized 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.

#### Mobilize 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.

### What can Sage CRM do for you?

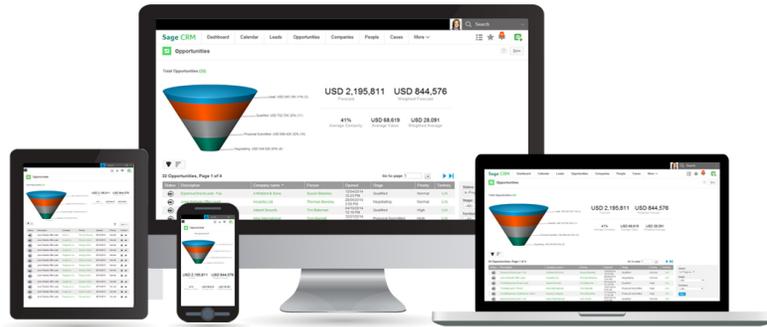
- Make your sales teams more efficient by directing them toward the most profitable and winnable deals.
- Mobilize your workforce with access to key customer information from anywhere.
- Know where your business stands, all the time, with better insight and forecasting for actionable decision making.
- Create targeted marketing campaigns that deliver a greater return on investment.
- Deliver exceptional customer service and delight your customers at every touch point.
- Provide the kind of customer service that delights customers.
- Connect the different parts of your business together when you choose to also integrate Sage CRM with a Sage ERP solution,\* ensuring that everyone in every department is working together.

“The ease of use and flexibility of the system has allowed us to rapidly implement and evolve our sales model, helping to contribute to a 240% year-over-year revenue growth.”

Toby Pannell  
Managing Director, Katalina Media

If you'd like to grow your business and accelerate your success, start your free 30 day trial of Sage CRM today at:

[NA.Sage.com/Sage-CRM](http://NA.Sage.com/Sage-CRM)



“You realize how powerful it is when an executive comes and asks you to track something within the business and you can turn it around in 30 seconds.”

Karen Snyder  
Chief Information Officer,  
American Pool Enterprises

Sage CRM includes access through mobile devices, making it easy for you to work how and where you want.

### 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.

You can also track the performance of your sales team including open and closed sales and opportunities. And you can view a breakdown of the biggest sales opportunities and use this information to optimize your resources, become more efficient, and grow your business.

### Manage what matters in your business

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-premises: it's your choice.

\*Sage ERP can only be integrated with the on-premises version of Sage CRM.

\*\*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, customercentric 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 at: [NA.Sage.com/Sage-CRM](http://NA.Sage.com/Sage-CRM)

For more info, visit: [NA.Sage.com/Sage-CRM](http://NA.Sage.com/Sage-CRM)  
or contact us at 866-530-7243