

An abstract graphic in the top right corner featuring several thin, curved green lines that sweep across the page. Interspersed among these lines are various sized circles in shades of green, from light lime to dark forest green.

How **Sage CRM** Can Help Your
Business **Make Money**

Sage CRM




Introduction

There has been much debate, expert opinion, economic prediction, and speculation on the doom and gloom of the recession and the effect it has had on businesses on a global scale. During times of economic crisis, companies face great challenges; winners and losers emerge and mistakes can be even more costly to companies. Making money is not impossibility during a downturn. Companies can keep customers at the heart of their business and foster real sustainable growth by implementing a CRM system.

Solution

So how can your company justify investing in a CRM system at a time when cost-cutting measures are being implemented across all companies and industries? During a recession, a company's business model must be resilient enough to maintain profitability. Cutting costs alone provides temporary relief but if revenue generating initiatives do not come to fruition, diminished resources can lead to further revenue declines. Therefore an inward assessment of a company's operational efficiency is key to business survival during a downturn. CRM is no longer viewed as a discretionary spend area; it is now an operational and financial imperative for all SMBs. Investing in a CRM system will not only automate your business processes but will enable you to make more money by empowering your sales team with a pool of knowledge thereby increasing sales revenues and identifying and cultivating customers who keep your business profitable.



A leading marketing analyst has found that companies that deploy CRM have higher revenues per employee than those that don't, about \$306,618 compared with \$229,025.¹

The Cost of Doing Nothing

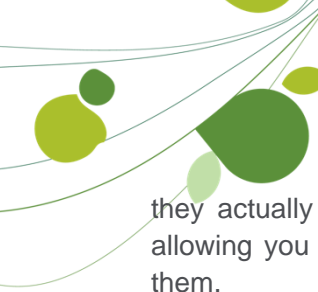
Quite simply, by choosing to sit back and do nothing, you have no real visibility on how your business is performing and you're leaving the path clear for your competition to get ahead. The right CRM solution enables your sales team to be more efficient and sell more, providing you with visibility across the sales team's efforts and on business activity in general.

Without a powerful CRM system, your company does not have a central place to record information. Not only does the collection of that information help the sales person to make money by closing the sale, it also enables management to analyse real-time sales forecasts. Customised workflows enhance your company's ability to close more sales in a shorter period of time leading to an increase in sales revenue. Supporting important business decisions can also be challenging without full visibility on the business and customer information. Customer retention is the key to growing your business. Marketers state that it costs 5 to 10 times as much to acquire a profitable customer than it does to retain one.

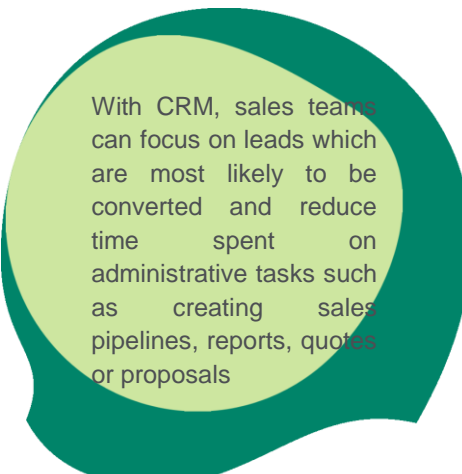
Sage CRM across your Organisation

The benefits of Sage CRM extend to all departments and roles across your organisation. Integrated with back-end financials, Sage CRM provides you with a 360 degree view of your customer breaking down departmental silos, connecting your front- and back-office and providing total visibility and control right across your business.

Businesses are operating in a new age where the customer is demanding more value for money and choosing the products/services they need wisely. Companies need to tailor a valuable proposition to them and engage with them to understand their needs. But how do you know who they are and what



they actually want? Sage CRM provides you with a deep understanding of your customers needs allowing you to create a bespoke message to them through a channel that resonates the most with them.



With CRM, sales teams can focus on leads which are most likely to be converted and reduce time spent on administrative tasks such as creating sales pipelines, reports, quotes or proposals

Implementing Sage CRM can not only help your sales teams focus their efforts but can also help you manage their performance through real-time pipeline analysis. This means that your sales team are producing more revenue per sales hour. Through sophisticated analysis and profiling, sales teams are equipped to cross- and up-sell your products and effectively identify sales opportunities which exist within your customer database. Automated workflow eliminates unnecessary paperwork and ensures that sales staff follows company-specific opportunity milestones. This means that sales can be progressed as quickly and as efficiently as possible.

Mobile/offline solutions provide sales teams with access to information and services allowing them to do their jobs effectively and make the business money regardless of their location device or connection their own customer base. The extensive and powerful reporting features in CRM provides confidence that sales staff are working allowing management to take corrective action when it is needed rather than after the event.


In recessionary times, only those companies whose marketing messaging and activity is targeted, compelling and timely will survive and grow. Sage CRM can improve lead quality and ensure higher conversion rates by sales through its effective segmenting and profiling tools. Reporting can help track source of leads and assess opportunities and help focus on prospects that are more likely to purchase, increasing ROI and maximising the marketing budget and spend.

Sage CRM helps maximise the synchronisation between your customer service agents and your customers. Sage CRM provides agents with fast and efficient phone- or web-based interactions to automatically deliver real-time information to customers. This provides a holistic view of the customer and improves the time to resolution for customer service issues. Sage CRM enables your customer service staff to capture leads which are automatically managed through the workflow for your sales team to follow up.

Having a detailed knowledge of your business performance and a deep understanding of your customers is critical for senior management. Sage CRM provides extensive central control over operations and budgets, helping senior management to control these areas more effectively. Integrated with back-end financials, Sage CRM can provide a complete view of the business and a streamlined end-to-end business management. This holistic approach to business puts the customer at the centre of the organization where staff can view all customer interactions and activities building a platform for quality customer service. This consolidated view of your customer provides your company with the opportunity to cultivate a more meaningful relationship with your customers and enables you to make more money from them over the long-term.

Conclusion and Recommendations

You can't control the economy and how the recession unfolds, but you can prepare your business processes and become more efficient. By implementing Sage CRM, your company will realise real and quantifiable improvements in operational efficiency, driving new growth and revenue streams for your



business. With Sage CRM, your business will have greater insight and understanding of your customers, helping you to concentrate your sales efforts on those customers and prospects who are most likely to buy – enabling you to make more money even in this tough economic climate.

Benefits of Sage CRM to your revenue stream

- Maximise cross- and up-sell opportunities for sales team
- Improved sales team collaboration on opportunities
- Improved prospecting
- Increases revenue yield per opportunity and account
- Provide real-time visibility on sales KPIs
- Improve win rates
- Enables marketing programmes to be planned more effectively
- Improves campaign response rates
- Enables accurate measurement of marketing campaign ROI
- Ensures customers and prospects receive the right marketing message at the right time
- Enables customer service agents to capture further sales leads from customer interactions
- Improved response times to customer service
- Increased customer retention
- Drive revenue growth and improves profitability
- Provides improved support for strategic decision-making
- Enable real-time corporate performance management
- Drives productivity across the entire organisation
- Improves business/shareholder value

Sage ASIA (Regional Office)

210 Middle Road
IOI Plaza #06-04
Singapore 188994
+65 6336 6118

www.sageasiapc.com

Sage Australia & New Zealand

Sage Business Solutions
67 Albert Ave, Chatswood
Australia NSW 2067
+61 2 9921 6500

www.sagebusiness.com.au

Sage Austria

Business Software GmbH
Primoschgasse 3, A-9020 Klagenfurt
+43 (0) 463 3843-0

www.sage.at

Sage Belgium/Luxembourg

Sage Bob Software
Excelsiorlaan 3
1930 Zaventem, Belgium
+32 070 22 21 20

www.sage.be

Sage China

Suite 2605 Liu Lin Tower
No. 1 Huaihai Zhong Rd
Shanghai 200021
+86 21 6385 0097

www.sagechina.cn

Sage France

10 rue fructidor
75834 Paris, Cedex 17
France
+33 (0)825 825 603

www.sagecrm.fr

Sage Germany

Sage Software GmbH & Co. KG
Emil-von-Behring Str. 8-14
60439 Frankfurt am Main
Germany
+49 (0)69 500076300

www.sage.de

Sage India

100, Okhla Industrial Estate Phase-III
1st Floor
New Delhi-110020
+91 11 40712488

www.sagesoftware.co.in

Sage Ireland

3096 Lake Park Drive
Citywest Business Park
Dublin 24
Ireland
+353 1800 255300

www.sage.ie

Sage Middle East

Office No. 211, Building 12
P O Box 500198
Dubai Internet City, Dubai
UNITED ARAB EMIRATES
+971 (4) 3900180

www.me.sage.com

Sage North America

56 Technology Drive, Irvine California
92618-2301
+1 866 996 7243

www.sagenorthamerica.com

Sage Poland

Sage Symfonia ul Berna 89
01-233 Warsaw, Poland
+48 (0) 22 455 56 00

www.symfonia.pl

Sage Portugal

Edifício Olympus II
Av.D.Afonso Henriques, 1462-2
4450-013 Matosinhos
+351 22 120 24 00

www.sage.pt

Sage South Africa

Softline
Softline Technology Park
102 Western Services Road
Gallo Manor Ext 6, 2191
South Africa
+27 11 304 1000

www.softline.co.za

Sage Spain

Division Gran Empresa
Calle Labastida, 10-12
28034 Madrid
España
+34 90 0878 876

www.sagecrm.es

Sage Switzerland

Sage Schweiz AG
Oberneuhofstrasse 3
CH 6340 Baar
Switzerland
+41 41 769 68 68

www.sageschweiz.ch

Sage UK

North Park
Newcastle Upon Tyne
NE13 9AA
+44 (0)800 44 77 77

www.sage.co.uk

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