

CRMG

CRMG
400 E. Royal Lane
Suite 218
Dallas, Texas 75039
Ph: 214-764-6958
Fax: 214-764-6966



info@crmg.com
[1-888-572-2182](tel:1-888-572-2182)

NOT JUST ANOTHER CRM!

CRM 101

101: When you open any contact in your CRM, you should be able to answer the **Who, What, Where and How** about the contact from that one screen. Irrespective of the communication type (phone call, email, appointments, etc), you should be able to see who in your organization did what with this contact, when and how.

102: You should be able to standardize **all outbound communications** leaving your organization. From the client perspective, the interaction with your organization should be homogenous whether Susan, Bob or Mary are helping him/her.

103: Forward Looking - most CRM's and Contact Management systems focus on the history of communications. However, when you look up a contact (or a sales opportunity), you should be able to instantly see what's pending - **what's scheduled to happen** is more important than what's already happened. If you can see what's going to happen, you can make a strategic decision on things to come. Your CRM should be a tool in your decision making process, not an electronic recorder of events.

Why CRMG?

- We are the only company that configures the software to meet your specific needs.
- The only CRM with complete incoming e-mail integration (incoming emails are automatically copied to contact records).
- Complete Microsoft Outlook integration.
- Web based and client/server access to your database.
- Integrated sales and contact management.
- Unparalleled sales management tools with integrated workflow rules and automated alerts.
- No long-term commitments.
- GUARANTEED SUCCESS IN YOUR CRM IMPLEMENTATION!**

▶ Newer generation SFA (Sales Force Automation) systems view everything through a "Sales Opportunity." Managing contacts and activities is cumbersome with limited functionality.

▶ Traditional view in most Contact Management Systems is through a "Contact List." You navigate to get to current activity and then to current sales opportunities.

▶ A true CRM plays a different role for each user in the organization. Each user in the system has access to Contacts, Activity Records and Sales Opportunities as per their role.

Your view should be **comprehensive**, not restrictive.



ACTIVE CONTACTS
25-30%

1000 CONTACTS

