



Know your business, grow your business.

# Sage CRM

Sage CRM meets the needs of small and medium sized companies around the world by being affordable, easy to use and adaptable. Sage CRM can help you improve your process & data flows across marketing, sales & service operations.

Sage

# Six reasons why Sage CRM is the ideal choice for growing businesses.



## **01 - Intuitive CRM your teams will want to use**

At Sage, we believe software shouldn't be difficult to learn, hard to update or challenging to use. This is the approach we took when we created Sage CRM. It's an intuitive CRM solution and one which you and your team can get started with and experience within minutes.

## **02 - Give your teams the tools they need to succeed**

Sage CRM supports your business by giving your sales, marketing, and customer service staff, a tool to help them get their job done efficiently. Your sales team can sell proactively, identifying cross-sell and up-sell opportunities, progressing opportunities from lead to close. Your customer service team can manage customer cases effectively, while your marketing team can easily manage their campaigns and generate a quicker return on investment.

### **03 - Sell smarter and accelerate sales team performance**

Your sales team drives the growth of your business, and they need to know they are working on the right leads at the right time. Using Sage CRM, you and your teams can review the stages of various sales deals, shorten the length of sales cycles, and increase revenue opportunities. With access to a wealth of information about their sales pipeline, key opportunities and account activity, your salespeople are equipped to sell smarter and more efficiently, accelerating your sales performance.

### **04 - Gain valuable business insight**

Owners or managers of successful businesses depend on up-to date information and analysis about sales, marketing and customer services activities and performance. Sage CRM supports management with access to important information about their business KPIs in real-time so they can see how a business is performing and take corrective action when needed.

### **05 – Collaborate effectively across teams**

Employees shouldn't have to spend time updating various databases, stitching together information systems, and ensuring their files are up to date. With Sage CRM, you and your team can collaborate on and share up to date business information and put processes in place that help everyone become more productive and efficient.

### **06 – Adapt Sage CRM to suit the needs of your business**

Sage CRM is an ideal solution for companies looking to manage multiple areas of their business. Using Sage CRM you can plan events, oversee business projects, track competitors and more. You can easily establish standard workflows around key business processes and design follow-up activities around your unique business needs. This way, you can ensure your business is running as efficiently and effectively as possible. The adaptability of Sage CRM helps ensure you get the most from your CRM investment – today and tomorrow.

# Integrating CRM to your accounting.

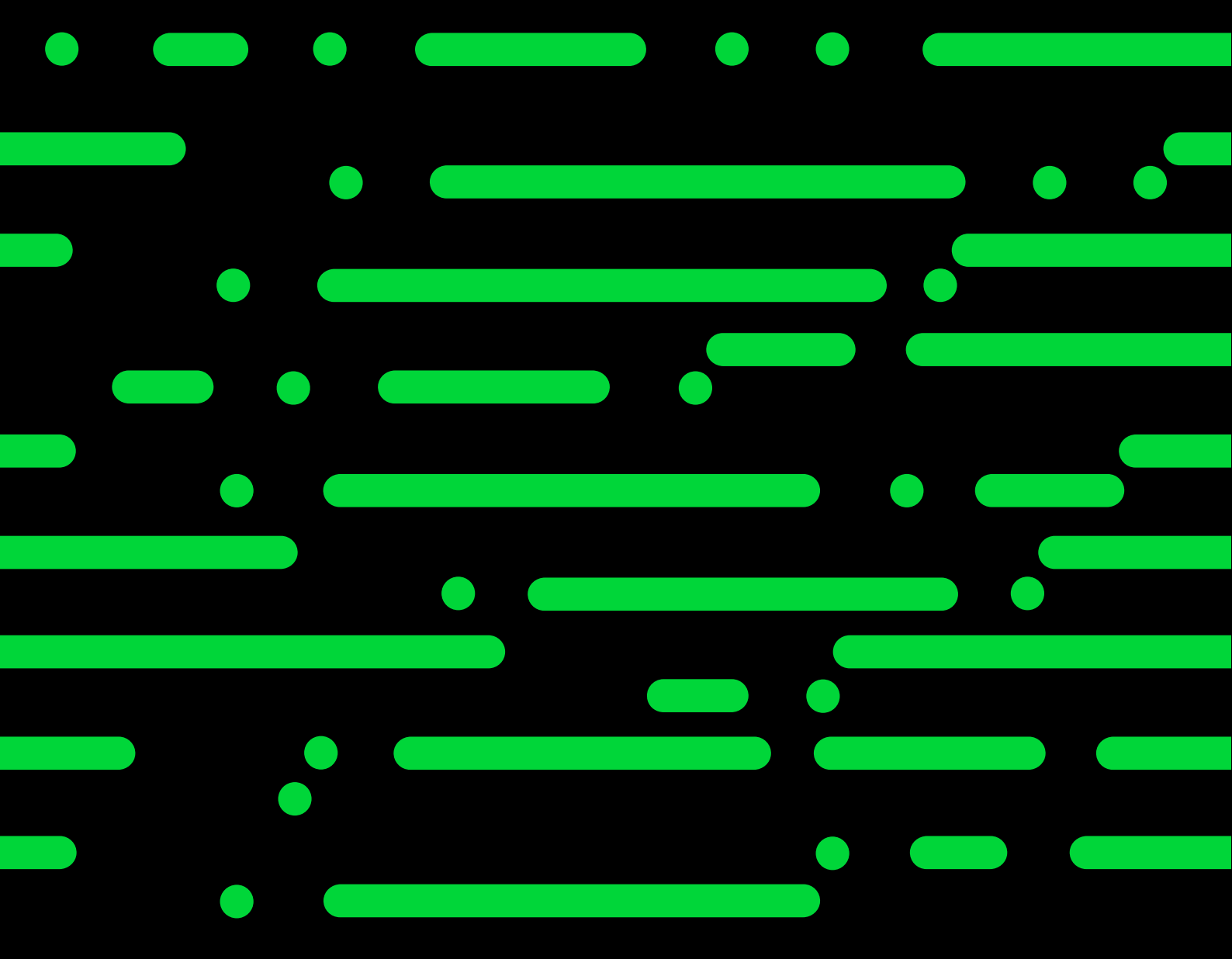
Integrating Sage CRM with your accounts system ensures each department is working with the same information and communicating in the same way. The result is greater insight into business performance, with more efficient processes, improved productivity, and communications.



Your Sage business management & integrated CRM solution

## Integrated to your account system, Sage CRM can:

- Bring front & back-office information together for a single, reliable, source.
- Show payment history, order status, quotes, orders, shipments and more.
- Maintain control and data integrity for each employee.



Extend the power of your  
Sage Business Management  
Solution right across  
your business, giving  
you end-to-end  
visibility, so you can  
make informed  
business decisions.

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