

2009 B2B Sales: Time to Get Real About CRM*-written by Gen Cole, MS*

Today for effective B2B (business to business) sales and marketing, there's a multitude of tasks required to complete in a timely and efficient manner. Sure, you could go it alone and handle this part of your business the old fashioned way, but if you're interested in gaining a competitive edge, building efficiencies and 'best practices' into your business for greater profit, and increasing business intelligence with clean customer and prospect databases stored on your server(s) as company assets – vs. stored as business cards or on the note pads, flash drives, or home computers of your sales team, then CRM (Customer Relationship Management) software is a hands-down winner and 'must have' for 2009.

Imagine... with CRM, you can create one great email-based marketing piece and easily with a couple clicks of the mouse have that same piece distributed on an individual basis to thousands of

potential contacts – as a personalized email from you. You can also verify if the email was opened, if hyperlinks were followed, etc. If a potential customer shows interest and opens an email, why not follow up immediately with a "Thank you for your interest..." type email just to those prospects? This is just one example. You can fine tune CRM to a remarkable level based on your campaign objectives. CRM provides powerful information that can quite simply, re-shape your business and provide the foundation for exponential growth.

Some leading CRM tools available today include SAP CRM, Microsoft Dynamics CRM 4.0, and Salesforce.com. Need help deciding? Gen Cole, MS is a CRM Consultant and Administrator for all three of these leading CRM offerings.

Contact Gen today to learn more.

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