SAGE CRM

Put your business on the path to growth

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



Know your business, grow your business

Our range of sales, marketing and service modules help meet the needs of growing businesses like yours. Every day, we help businesses drive revenue growth, increase productivity, and enable customer facing teams to become more efficient in delivering exceptional customer experience.

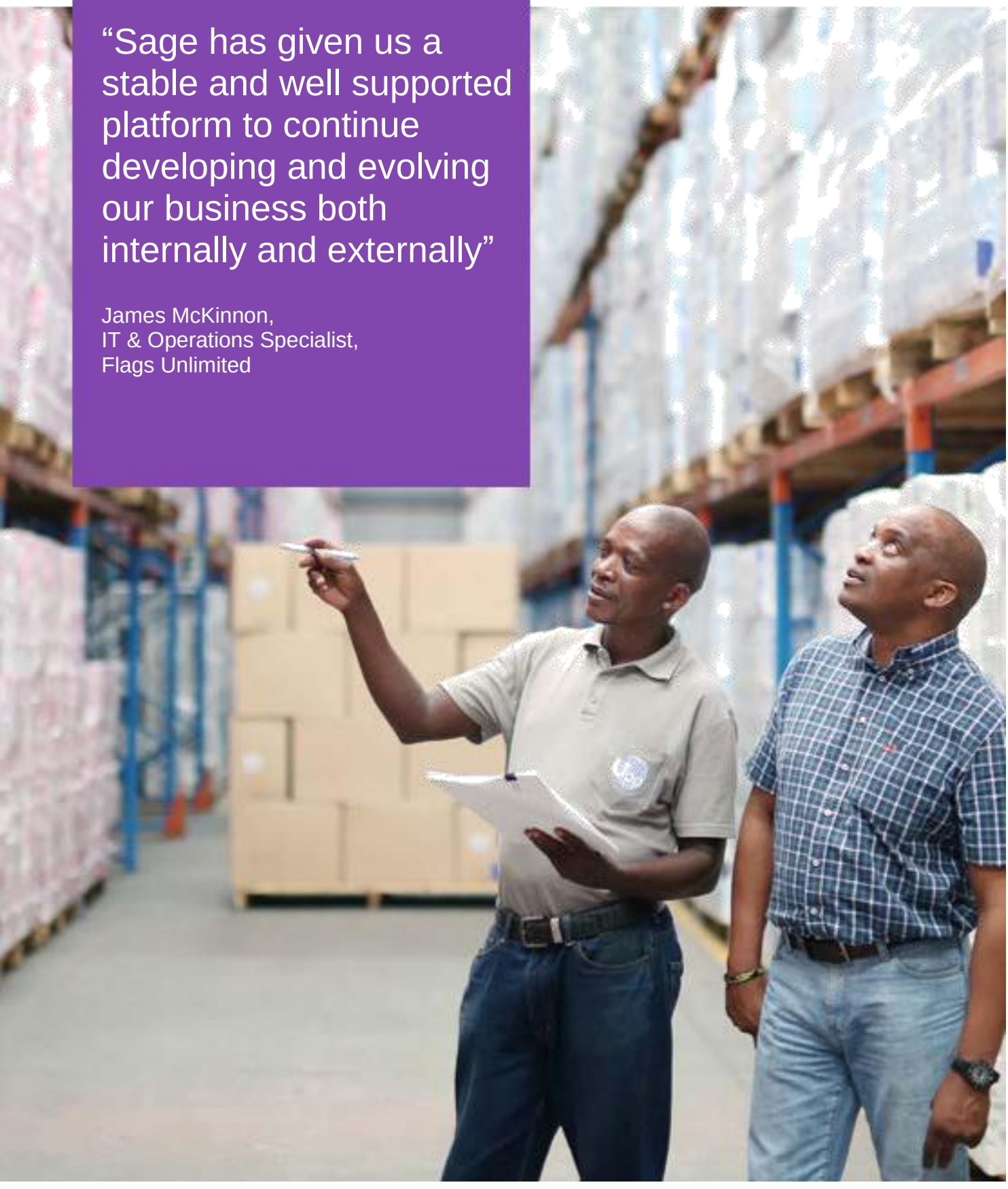
Create targeted marketing campaigns
Help your marketing team reach the right people, at the right time

Accelerate and focus your sales activities
Work on the most profitable activities to grow your business

Provide an excellent customer experience
Delight customers and outperform the competition

Harness the power of an integrated CRM solution
Automate processes within your business and do more for less

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“Sage has given us a stable and well supported platform to continue developing and evolving our business both internally and externally”

James McKinnon,
IT & Operations Specialist,
Flags Unlimited

Put your business on the path to growth



Providing the insights for your business

Sage CRM can extend the power of your Sage Business Management Solution right across your business, giving you visibility of data you can trust, so that you can make informed business decisions.

As a Sage customer you can choose from fully integrated CRM or Sage Sales, Marketing, Service modules to suit your business needs. This flexible range of solutions are affordable, easy to use and highly adaptable.

We help our customers:

Gain reliable insight
Evaluate where your business stands and make faster, better decisions you can be confident about.

Understand customers better
Deliver exceptional customer experience to improve retention and drive revenue growth.

Collaborate effectively across teams
Avoid duplication of work, with a single solution that empowers teams to work faster and smarter.

Accelerate sales team performance
Equip your sales people to sell smarter and more efficiently, never missing an important deal.

Market more effectively
Create campaigns based on accurate information and deliver a better return on your marketing spend.

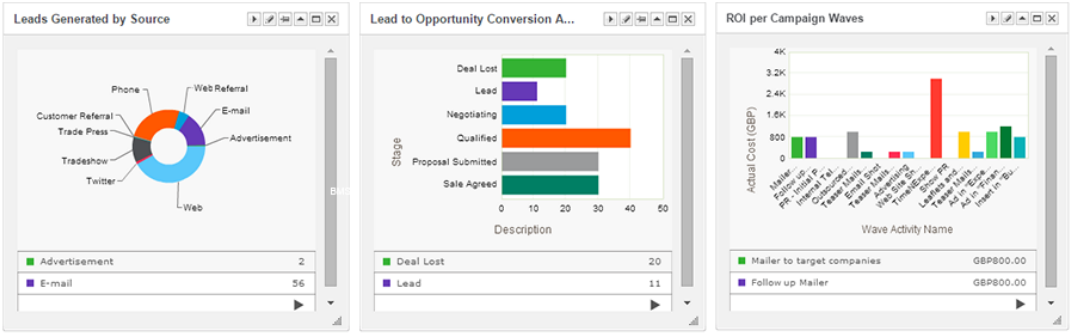
CRM for Marketing

Target the right customers at the right time

Get the most from your marketing spend

Are your marketing campaigns delivering the right results? More targeted campaigns ensure a higher return on your investment, faster. Our marketing tools enable you to:

- Plan marketing campaigns with precision, track the results and run reports within minutes
- Manage a marketing campaign across multiple channels
- Track new leads and sales opportunities
- Collect data and provide analysis to improve your next campaigns.



Why Sage customers love email marketing

Email marketing is one of the most powerful marketing tools today's small and medium sized businesses have at their disposal. You can send special offers and discounts straight to your customers.

Our customers love email marketing because:

- It's budget-friendly and delivers immediate results
- It generates a better return-on-investment than a sales page or a social media campaign

What email marketing does for growing businesses

Our solution gives you the tools you need to reach customers and prospects. With our powerful marketing solution, you will:

- Send your messages to the right people at the right time
- Build a warm relationship with leads and prospects
- Generate a return on investment from your email lists

CRM for Sales

Focus your performance

Empower your sales teams with more opportunities

Focus your sales team on working on the right business, at the right time. Sage CRM customers have increased the productivity of their sales teams by up to 40%, helping to improve sales performance across their business - in the office or on the road – and making informed business decisions every day.

By taking a systematic approach to sales, you can:

- Prepare for important sales meetings by accessing important customer data ‘on the go’
- Follow compliance and ‘best practice’ routines using the integrated workflow engine.
- Track the performance of your sales teams using out-of-the-box sales reports



From early prospecting to the final sale, CRM helps build revenue

Our solution gives you built-in capability to reach prospects and customers. With the range of data & process tools, sales and account management teams will be able to:

- Manage leads from prospect to closure, capturing the right information at the right time
- Track revenue from marketing activity into sales territories, ‘closing the loop’ on performance
- Automatically generate accurate quotes, orders and sales proposals using predefined templates

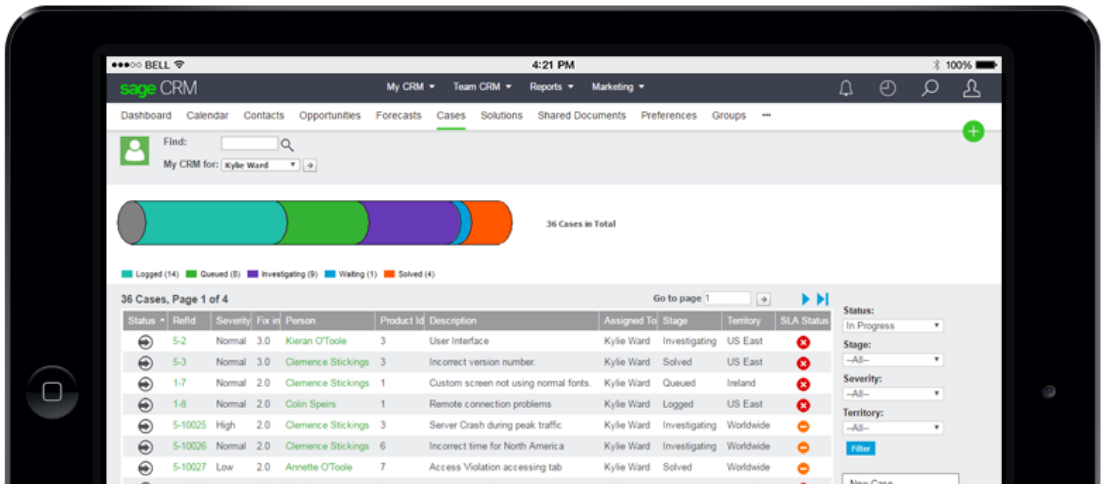
CRM for Service

Automating customer service

Your customers are the lifeblood of your business

Nurturing customers and providing them with an excellent customer experience will improve your retention rate and drive growth. As a growing business that puts customers first, Sage CRM features can help you:

- Retain existing customers & generate repeat business
- Cross-sell & up-sell your products and services to existing customers
- Use valuable information about existing customers to find new ones



Build your business on delivering exceptional customer service

Sage customers have improved customer satisfaction levels by as much as 25%. Our affordable solution gives businesses of all sizes excellent value for money. The tools within Sage CRM will empower you to:

- Automate and manage customer service cases, helping resolve cases faster
- Save time by storing information in a central knowledgebase
- Report on critical customer service metrics quickly and easily

Resolve customer service issues first time

Give each team member the tools they need to:

- Monitor metrics like case volume, history and resolution times
- View customer service cases assigned to them and their team
- Search for solutions within a central repository of solutions

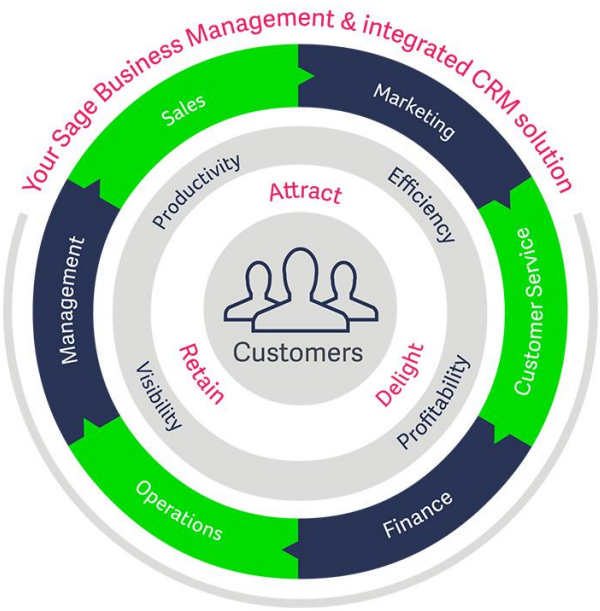
CRM integrated with accounting

Improving productivity

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, all of which open new opportunities for business growth. With Sage CRM integrated to your account system, you can:

- Organize and consolidate accounts information into one reliable source
- Easily see payment history, order status, customer cases, quotes, orders, shipments and more
- Better manage supplier information such as purchase orders, payments and call history



Get each department working with the same information

Maintain a single view of the customer, for efficient processes and effective communication, to:

- Eliminate errors by entering data once – create finance accounts and see it inside CRM
- Maintain control and data integrity – place controls on what each user can see or change
- Streamline processes - onboarding customers and suppliers with credit checks and more

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K&K Accounting Systems Inc.

A DIVISION OF ADSS Global
www.ADSSGlobal.net

Sage 2023 Certified Consultant Sage CRM

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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.

Learn more about our customers:
http://www.sagecrm.com/customer-stories/

Interact with our global community:
https://community.sagecrm.com/

Understand your Sage CRM options:
http://help.sagecrm.com/

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