



# Turbo for your sales



## In the sales department, the phone is ringing:

- Which prospective customer or customer is calling?
- Have they already spoken to colleagues?
- Have they agreed to an appointment with the field service staff yet?
- Are there any open offers?



## The 360° customer view with SMARTCRM:

- CTI function for incoming calls
- Direct access to the activity history
- All further customer-related information is accessible depending on the implemented modules, such as open quotations, previously purchased products, updated sales figures



## The customer wants an offer:

- Create the offer in the company-specific layout with little effort?
- Generate a variant of the offer with a discount?
- Which offer must be followed up?
- What are the odds of success?
- How does the current forecast look like?
- Which arguments can convince the decision-makers?



## Preparing and keeping track of quotations with SMARTCRM.Projects:

- Organization, documentation and assessment of your sales projects
- Quotation creation via Microsoft Office integration
- Quotation templates and deposit of multilingual text modules incl. pictures, special prices, discounts etc.
- Follow-up of offers and deadline monitoring
- Forecast evaluations



## Recognizing cross-selling and up-selling potentials:

- For which customers have the revenues collapsed?
- Who has not bought anything for a long time?
- Which products are particularly well sold in a territory, which ones are shelf warmers?
- Which one of the top products has the customer not purchased yet?
- Are there any matching accessories or follow-up models?



## Taking advantage of BI functionalities with SMARTCRM.ERP and SMARTCRM.Sales:

- Import of data material from the ERP system and analysis of sales figures
- Daily overview of sales revenues, orders, contribution margin, open items, etc.
- Perspectives per customer, product, sales territory, country etc.
- Drill down function
- Monthly and annual evaluations, comparison to previous years



## Competition situation at customers':

- How is your market situation?
- Which companies are your direct competitors?
- Which customers work with the competitor?
- Which competitive products are in use?
- What are the strengths of your products compared to the competition?



## Finding the right arguments to change with SMARTCRM.Competition:

- Exact recording of the competitive situation with own customers and prospective customers
- Comparison of your own product with the corresponding competitive product, with regards to quality, price, etc.
- Emphasizing your arguments and your own strengths
- With SMARTCRM.GeoMap: representation of the competitive situation in Bing Maps



**The annual planning is pending:**

- Carry out the annual planning based on territories, key accounts or individual customers?
- Shall the seasonal curves be taken onto consideration at the same time?
- How quickly is a reaction possible to plan deviation?



**Detailed annual planning with SMARTCRM.Planning and SMARTCRM.ERP:**

- Planning on different levels
- Assignment/accumulation per customer, seller, company
- Display of the comparison values
- Planning distribution depending on seasonal curves
- Identification of plannable products, product groups
- Updated target/performance comparisons



**Defining and verifying sales targets:**

- How achievable are your target agreements?
- How close is the team? And the whole company?
- Are there any indications that goals might not be met?
- Where must countermeasures be taken?



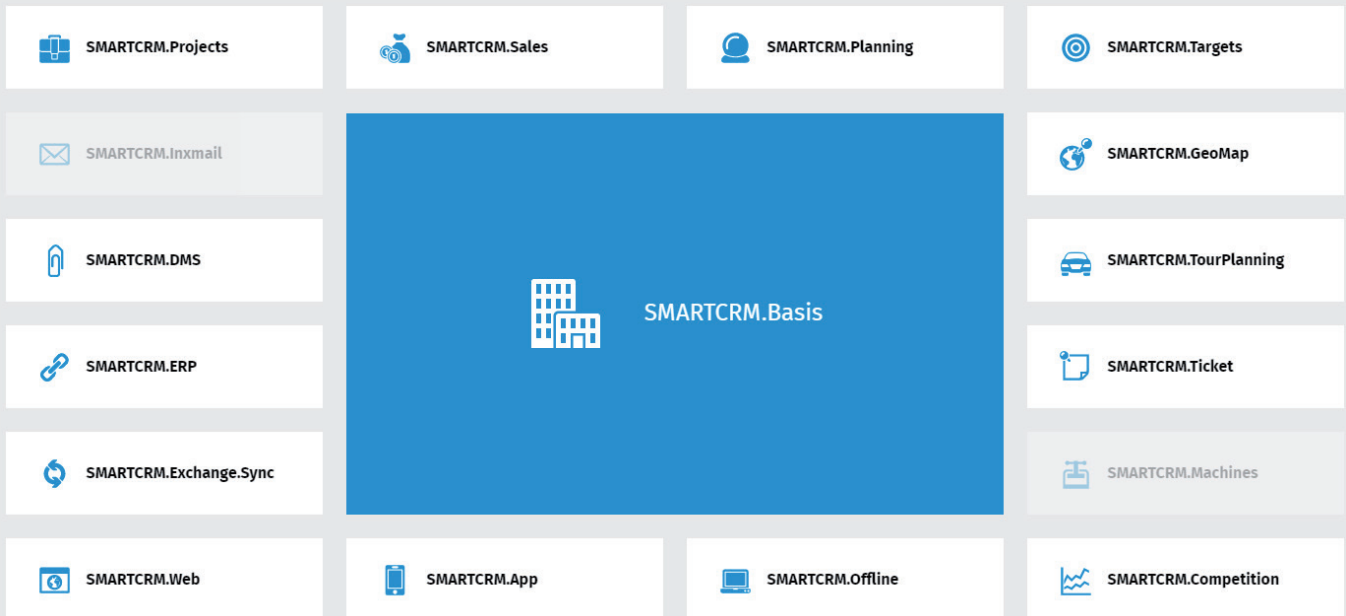
**Keeping your target agreements in mind with SMARTCRM.Targets:**

- Target agreements per employee, team, company etc.
- Definable criteria e.g., sales, new customers etc.
- Early warning system, target/performance comparisons
- Plus/minus lists of customer revenues, trend reversal
- Detailed right management

**Take off with CRM in sales now**

SMARTCRM ensures structured processes, founded decisions and the reinforcement of your customer loyalty.

All modules for your sales at a glance:



Get to know our CRM software SMARTCRM free of charge and non-binding directly on your screen:

[smartcrm.gmbh/en/company/online-demo](http://smartcrm.gmbh/en/company/online-demo)



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