CRM Intro - Star Wars

Is there a bounty on your head due to poor client management? (Han Solo)

Are you looking to leave your life of smuggling and become an entrepreneur? (Lando Calrissian)

Or maybe, you are just trying to get your estranged son to take over the family business. (Darth Vader)

Well here at IB Surviving we have a solution for you, and it can be found within the limits of Cloud City.

Hi I'm Stephen O'Connor, joined with my colleagues Nick Inguaggiato, Ted Derezil, and Vanessa Voutsinas

And we are about to take you on a tour of cloud city.

Agenda

To begin, I'm going to go over our agenda.

First, we will define what CRM is and why it's important

Then, we will identify our CRM solution

Next, we will discuss the necessary costs for that solution

And lastly, we will go over the training necessary for

Customer Relationship Management

Customer Relationship Management, or CRM, is a vital tool for any business to succeed.

They allow you to treat each customer like a VIP, by organizing comprehensive customer data and streamlining the entire sales process.

And like all current technology, the industry leaders can be found in the cloud, running a software as a service business model.

Sales*force* - CRM Solution

Our CRM solution is SalesForce, the leading CRM with over 37% of the market share according to IbisWorld

They got that market share by offering a streamlined sales experience through features like their Sales Funnel, which moves each client into an appropriate tab as you get closer to closing the sale.

As well as offering a comprehensive report database so you never have to search for that essential information.

And finally, they offer a mapping system similar to SimplyAnalytics that will make sure each territory is set up for success.

And now I will pass it on to Nick to go over the pricing model.