CRM's are used to grow and Retain Relationships. In today's market, the winning competition are using the CRM advantage..

What is a CRM?

Customer Relationship Management software handles communication & quick information

within one place, accessible by all approved staff within and outside the office

Why would a Business use a CRM?

- CRMs are about attracting and retaining customers and closing sales quickly
- In today's environment sales are priority
- Companies need every advantage over the competition they can get
- Happy customers mean repeated business
- Access to data externally via Mobile devices
- Competitors are talking to your clients !

SUGARCRM + timms

About SugarCRM

All-in-one CRM

- 3rd largest global CRM Provider
- Founded in 2004 – Global company based in California with Australian agent companies
- IBM Global Alliance Partner (IBM has 70K+ Sugar users)
- More than 1 million active users

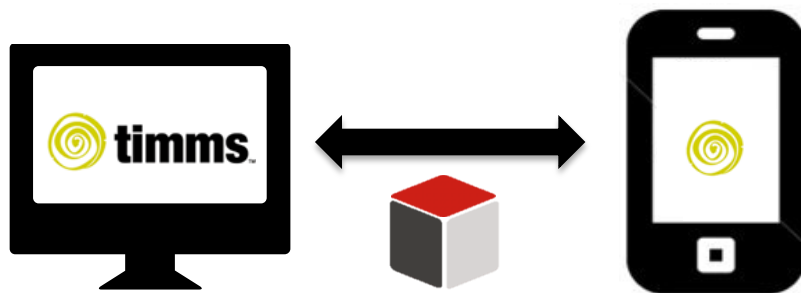**Prospects** **Accounts ?** **Opportunities $** **Campaigns !**

Complete Marketing, Sales and Customer Service Automation Platform

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TIMMS can now communicate with SugarCRM

The power of TIMMS in the palm of your hand

✓ **Pre-sales management**: from lead to customer

✓ **Sales processes**: opportunities and activities

✓ **Reporting**: business performance and sales pipeline analysis

TIMMS is the brain – Sugar shows it off

TIMMS remains in total control of Master data and financials onsite

TIMMS sends and receives data to Sugar.- you choose what data

Sales teams don't need to login to the server onsite – they have access on the internet

TIMMS is integral. More features and automation requires data integrity. TIMMS keeps data safe.

Sugar provides extra reporting abilities, and offsite access to client information.

How does SugarCRM help the sales team and your profits??

Sales stat : Communication

48 % of Sales People **NEVER** follow up with a Prospect

25% of Sales People make a 2nd Contact and **STOP**

12% of Sales People ONLY make 3 Contacts and **STOP**

Only 10% of Sales People Make More than 3 Contacts

5% of Sales **are made** on the 1st and 2nd Contact

15% of Sales are made on the 3rd to 4th contact

and 80% of Sales are made on the 5th to 12th Contact

The more touch points the more likely the sale…

From sending automated emails, follow up calls, creating tasks and reminders to more complex workflow needs – SugarCRM ensures follow ups, and helps win the deals

SugarCRM workflows can be customised to your teams requirement

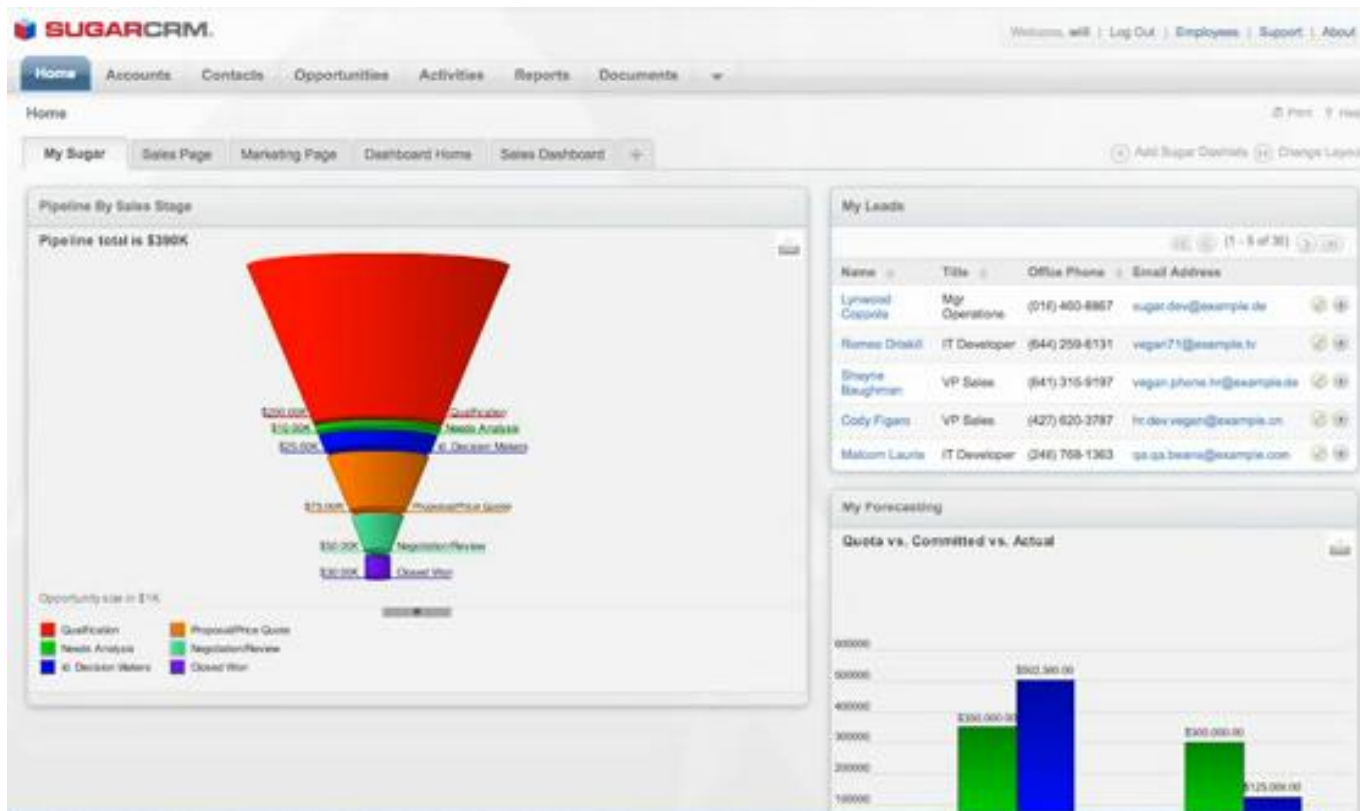# Sales Team – lift Earnings through use of CRM
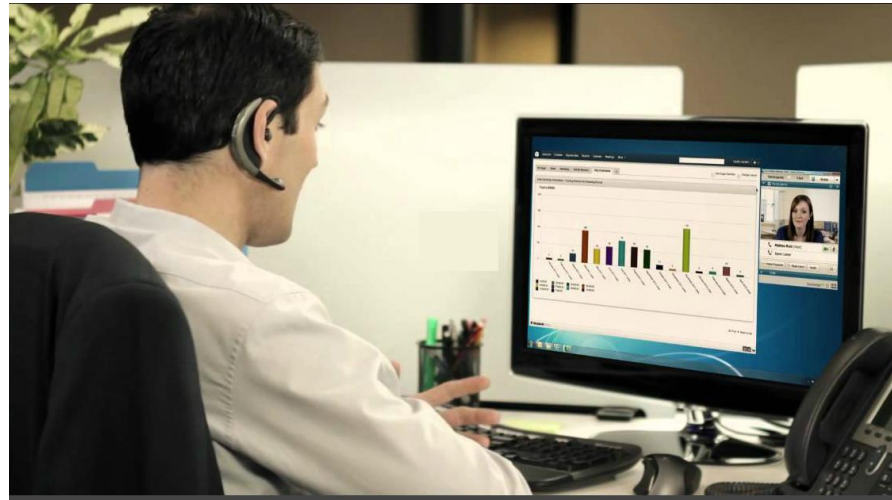
"More than 85 percent of sales reps in Best-in-Class sales organizations achieve quota, versus only 20 percent of their counterparts."
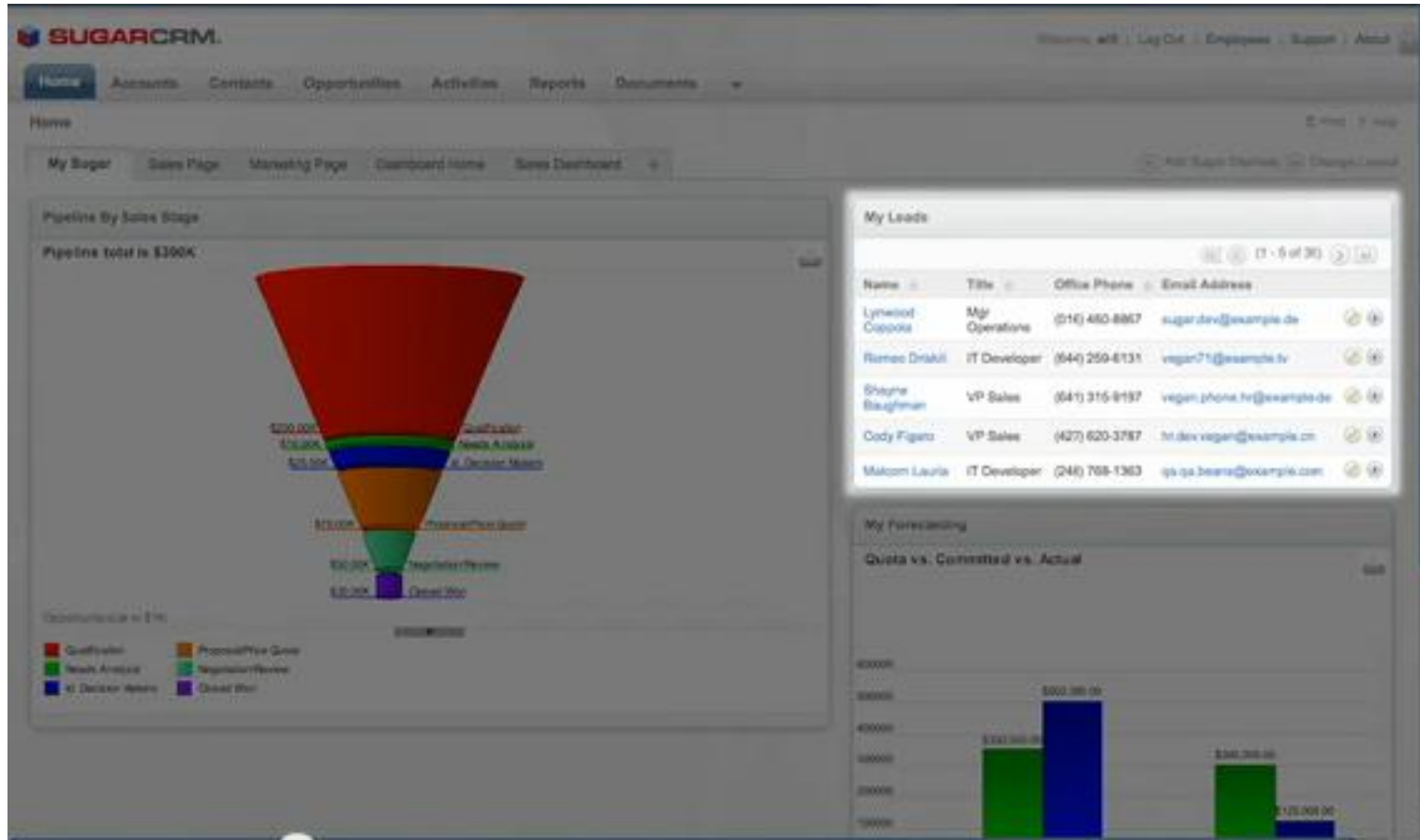
- Aberdeen Research

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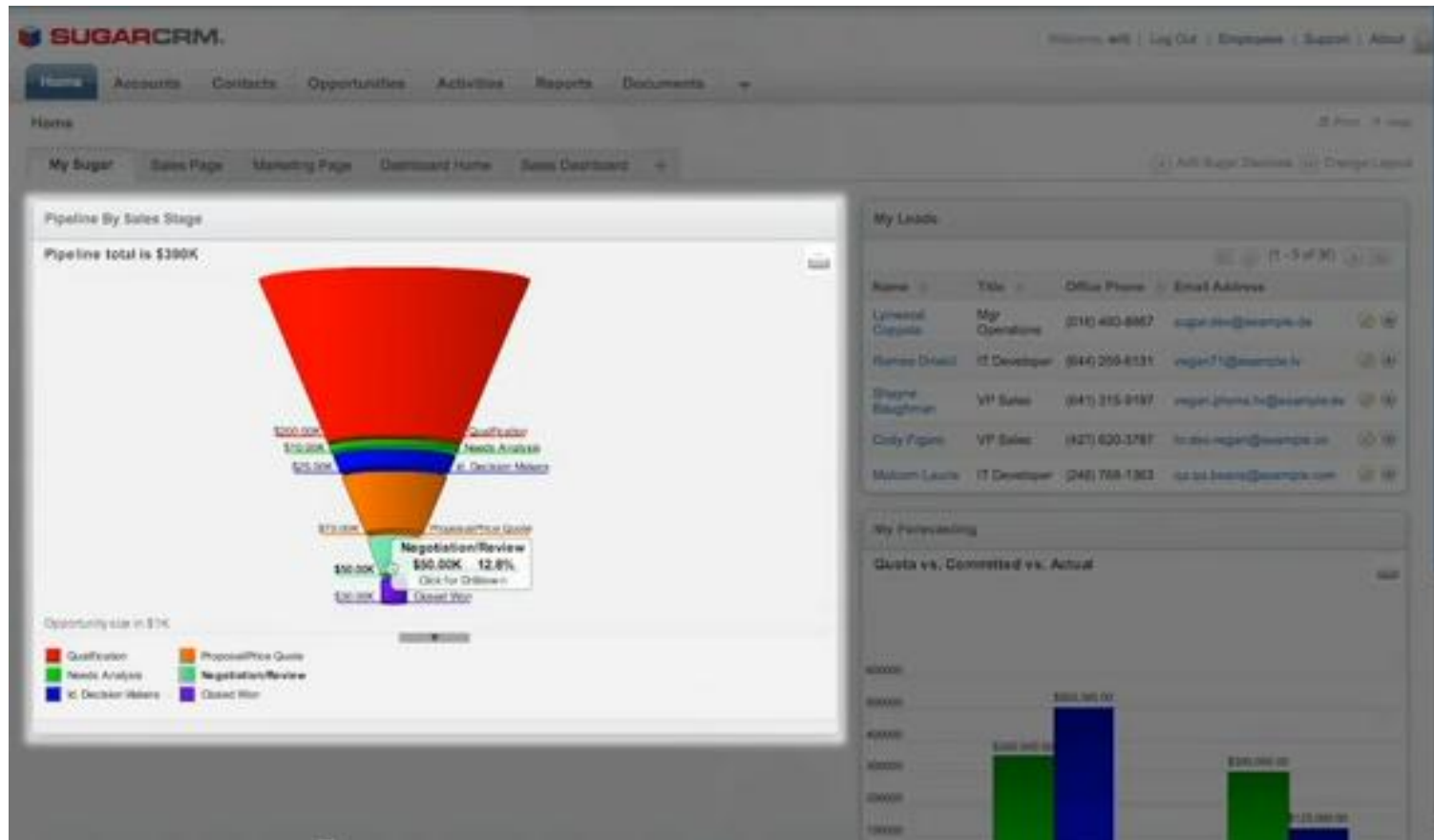# Create quotes in front of client on your mobile device…

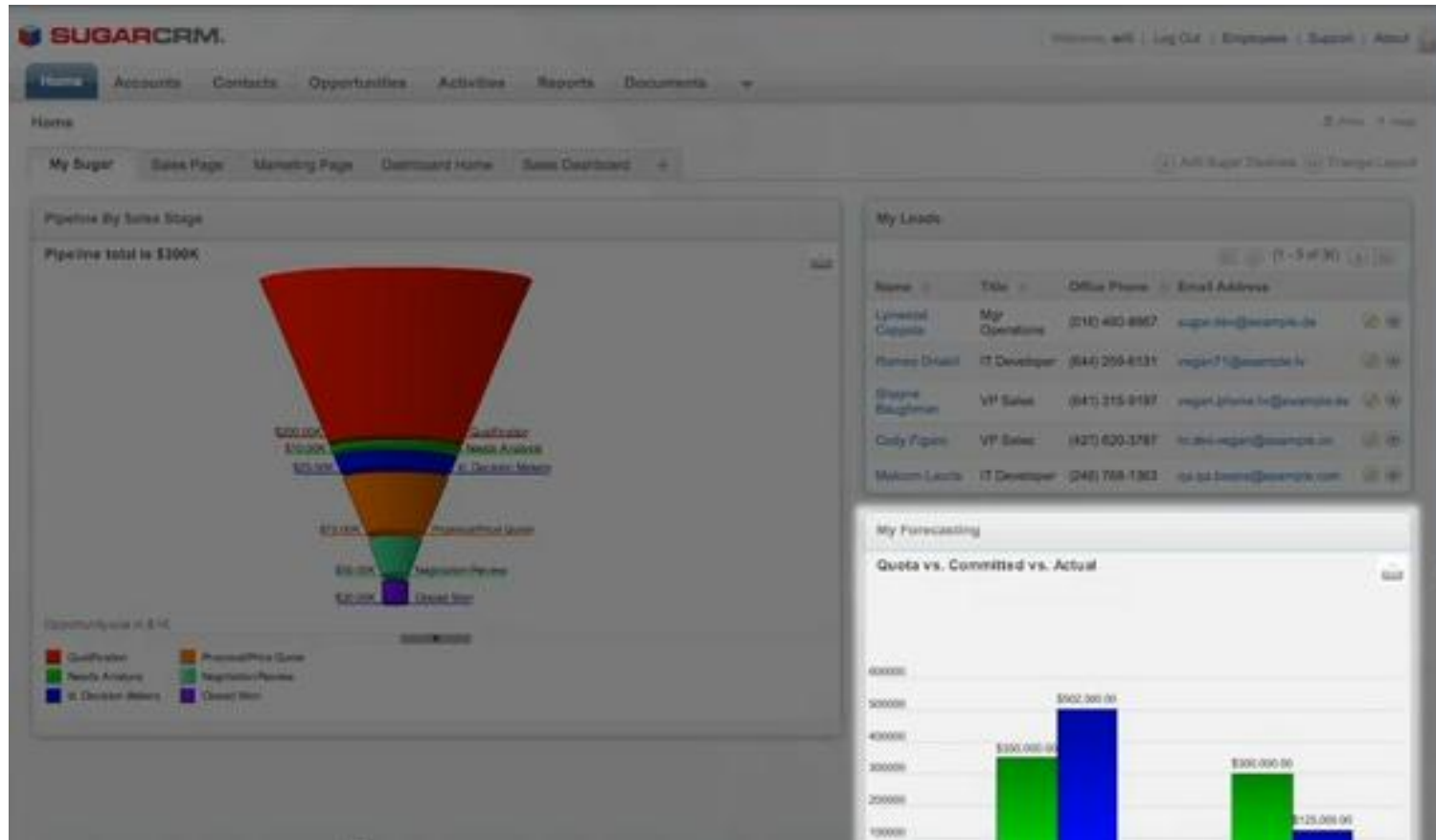# Easy for sales teams to use. Easy to customise.

On one page you can view all new leads:

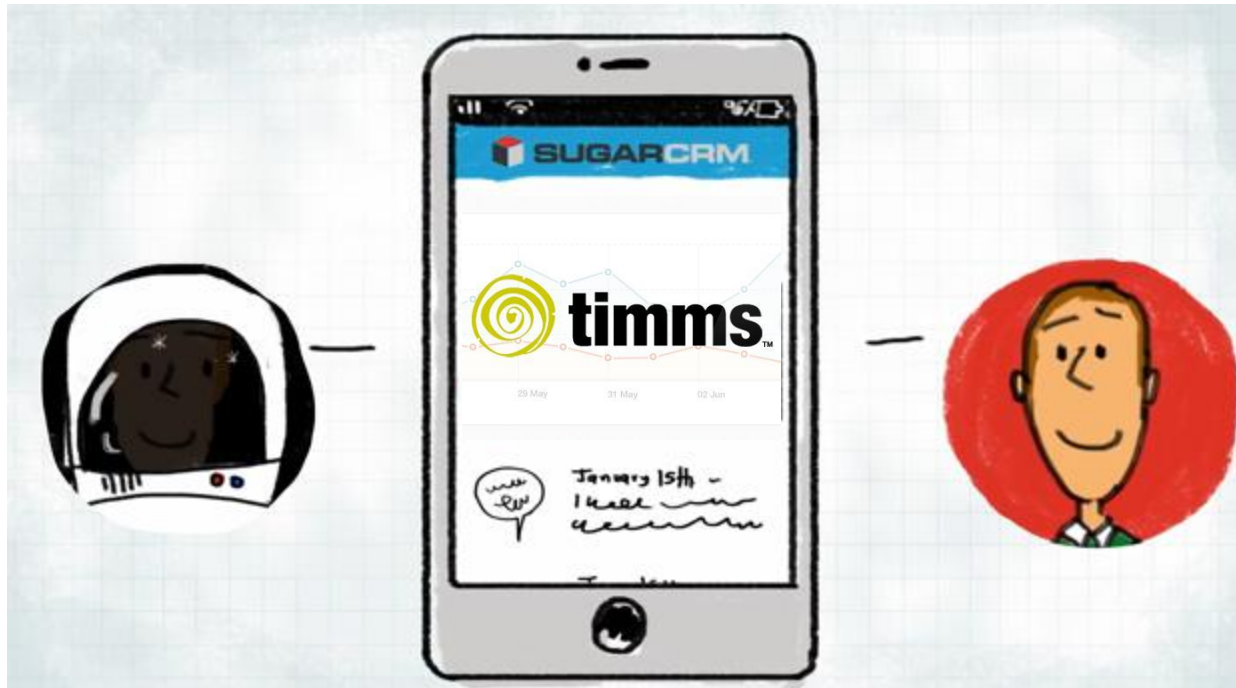# current pipeline

Forecasting & performance indicators

add new sales/commission reports in seconds ..

Pro version runs on all Mobile devices – access vital TIMMS information anywhere

and sync with current email programs - or even email direct from Sugar
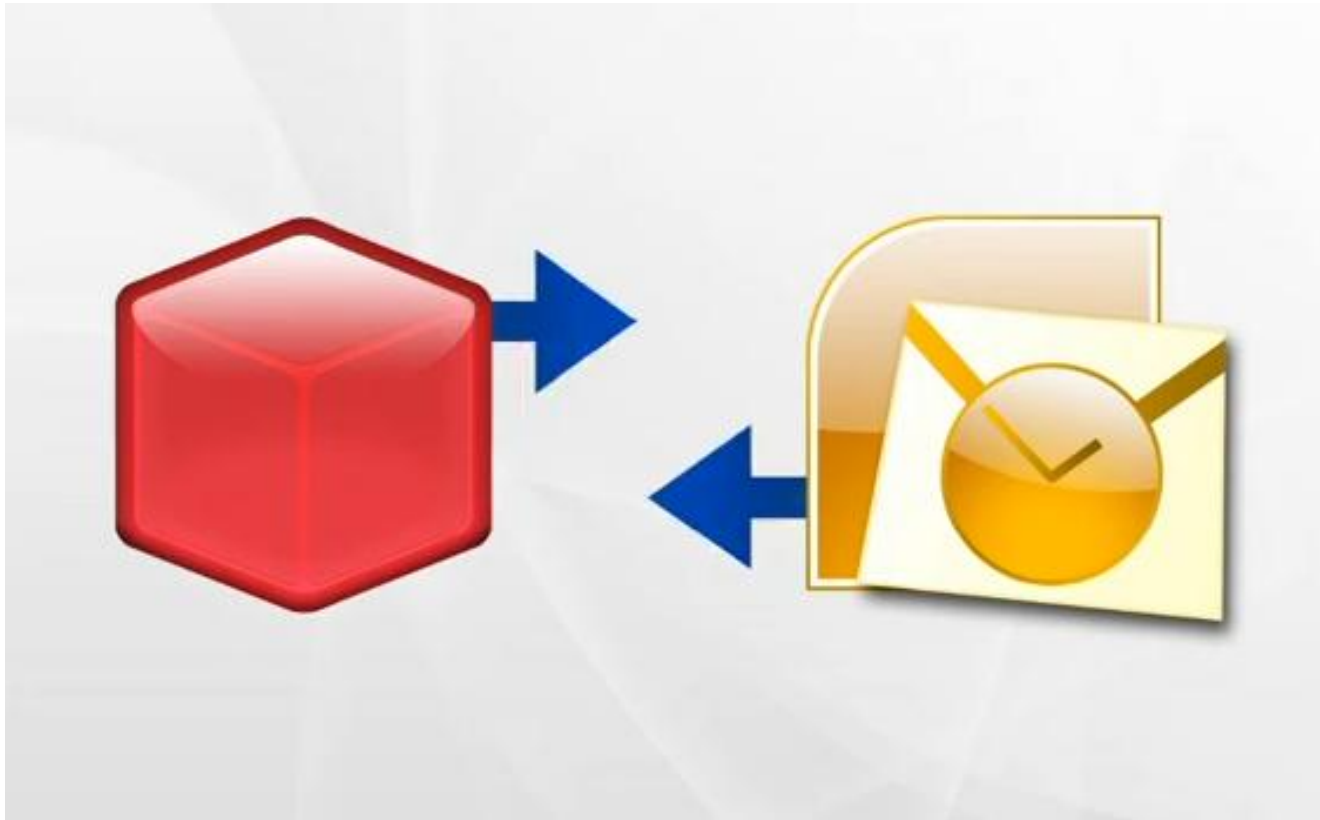
Marketing Managers can have more control...

Marketing teams and budgets?

- Create. Execute. Measure all marketing for the company within the one platform.

- Track real ROI on marketing campaigns
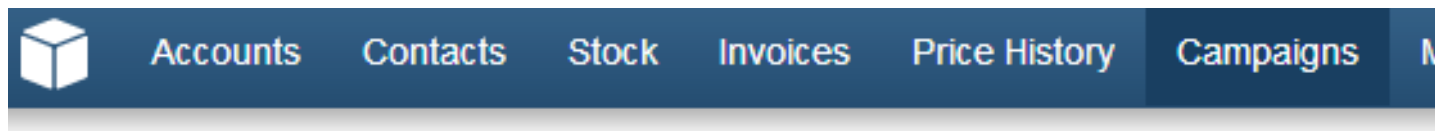
Create FREE email campaigns

- Track customers who open your emails
- Know who is opening your attached price lists
- Email any number of emails from Sugar without charge (requires email server)
- Move warm leads from lists, and make contact, create new email lists
- Measure converted leads from your campaigns

What about the owners?

CEO/Directors/Managers?

Management benefits?

- Control sales and marketing teams

- Review leads and opportunities

- Instant reporting – workflow creations

- Internet based access OR onsite

- Communicate with the team

- Ensure teams are following up

- Beat the competition

OWN YOUR DATA AND YOUR CUSTOMERS!!!

Extract the information from your team and protect that data

SUGARCRM RETAINS THE INFORMATION

- If a sales person leaves - you keep all leads, quotes, and communication within one secure environment **– this alone could be worth hundreds of thousands of dollars!**

- You can "shift" clients to other team members

- New staff can easily review communication history and be in touch quickly

- Sales teams don't own the contact sheets or business cards – you have all of it under electronic security

Management reporting / graphs
(amazing report functions)

Easy to create Dashboards – marketing Managers and CEO's dream. Easiest of all CRM's dashboards to implement.

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What about an ROI?

CRM RETURNS $5.60 FOR EVERY DOLLAR SPENT

Are you getting the most from your CRM investment?

So says a [recent study](#) from Nucleus Research, based on a survey of 223 CRM decisions-makers. Interestingly, the study also found that [mobile access to CRM applications](#) increased salespeople's productivity by 15% on average

Microsoft study...

- An independent study revealed that CRM deployment delivers an average ROI of 243%*

*based on data gathered from the 2013 Nucleus Research Benchmark Study of 362 CRM decision-makers in the United States and Europe. Survey respondents included a variety of industries in organizations ranging from small and medium-sized businesses to Fortune 100 companies.

WHAT DATA WILL YOUR TEAM SEE WITHIN SUGAR FROM TIMMS ERP?

Our new Connector allows access within SugarCRM to view

- **Customer profile**: complete visibility of customer profile and value

- **Sales history** : visualise customer monthly spending

- **Invoice**: view outstanding payments

- **Purchase / price history**: get full history of payments and search for pricing-specific conditions

- **Stock enquiry**: view and search available stock in different warehouses

- **Quote**: get ad hoc price, search and create full quotes, and send quotes to Admin team

timms™

View Sales , Price and purchase history of clients at your fingertips

| Accounts | Contacts | Stock | Invoices | Price History | Quotes | More ▾ | | Search 🔍 | 👤 Disprax 1 |

Edit ▾   ◁ (1 of 9

| Overview | Customer Information | Aged Totals | **Sales History** |

CurrentMonth:	Oct-98		Sales YTD:	6,398
Sales PYR:	31,676		12 Months Sales:	38,074.05
12 Months Gross Profit:	21,266.85		12 Months GP%:	55.85

⌃ Sales History

Select ▾   ⏮ ◁ (1 - 12 of 12) ▷

Sales Date ⇕	Month/Year ⇕	Sales ⇕	Gross Profit ⇕	Gross Profit % ⇕	
01/10/1998	October 1998	2,797.16	1,797.98	64.27	re
01/09/1998	September 1998	870.80	164.89	18.93	re
01/08/1998	August 1998	1,741.21	541.64	31.10	re
01/07/1998	July 1998	988.63	267.72	27.07	re
01/06/1998	June 1998	2,785.62	2,478.17	88.96	re
01/05/1998	May 1998	2,425.49	1,102.41	45.45	re
01/04/1998	April 1998	6,245.36	3,384.18	54.18	re
01/03/1998	March 1998	4,912.08	2,965.04	60.36	re

* Unify Price lists across the company, internally and offsite

timms™

View quick client invoice payment history….

Stock inquiries...search Multiple Warehouses, costs, stock on hand...all on one screen.

Search Stock

| Product Catalog | RPFR100038 | | Warehouse ID | 31 22 3W 21 41 V5 | | Product Description | |

My Favorites ☐

⌄ Layout Options

Save search as: [   ] [Save]   Modify current search: [Update] [Delete]

[Search] [Clear] **Basic Search** | **Saved Searches** [-none- ▾]

☐ ▾ Delete ▾ |◁ ◁ (1 - 20 of 37) ▷ ▷

	Product Code ⇕	Product Description ⇕	Warehouse ID ⇕	Stocking UOM ⇕	Standard Price ⇕	Alternate UOM ⇕	Cost ⇕	On Hand ⇕	Allocated ⇕	Reserved ⇕	Ordered ⇕	B/Ordered ⇕	Available ⇕
☐ ☆	RPFR100038	Radiata Pine Fr. 100X38	22	LM	1.880	CLM	1.4800	5.000	0.000	0.000	0.000	0.000	5.000
☐ ☆	RPFR100038	Radiata Pine Fr. 100X38	3W	LM	1.880	CLM	.0000	0.000	0.000	0.000	0.000	0.000	0.000
☐ ☆	RPFR100038	Radiata Pine Fr. 100X38	31	LM	1.880	CLM	1.3900	12.000	2.000	0.000	0.000	0.000	10.000
☐ ☆	RPFR100038	Radiata Pine Fr. 100X38	21	LM	1.880	CLM	1.3421	0.000	0.000	0.000	3.000	0.000	0.000
☐ ☆	RPFR100038	Radiata Pine Fr. 100X38	41	LM	1.880	CLM	1.4200	11.000	0.000	0.000	0.000	0.000	11.000
☐ ☆	RPFR10003824	Radiata Pine Fr. 100X38	22	LM	5.000	CLM	4.5000	0.000	0.000	0.000	0.000	0.000	0.000

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SugarCRM's predictive search

Speed. Reputation of the fastest CRM on the Planet

Summary

Sugar CRM provides an easy to use system, with functions vital to improve efficiencies, costs and close more sales in today's competitive environment.

Ask today for your free demo and evaluation on ROI