



SAGE SALESLOGIX CRM NEWSLETTER

INTRODUCING SAGE SALESLOGIX v7.5

Sage recently announced the new **Sage SalesLogix v7.5** CRM suite offering a host of enhancements that include personalized data views, added web capabilities, powerful new lead management tools, and a fantastic collection of productivity improvements. Let's take a closer look.

Improvements That CUSTOMERS Want to See!

Many of the improvements delivered with the new version are based on feedback from existing Sage SalesLogix CRM customers. According to a spokesperson at Sage, "We collected an incredible amount of product feedback this year, and the most important themes we heard were the ability for users to *work anywhere on a variety of devices, and to improve their productivity.*" To that end, here is a quick summary of some of the new features:

- **COMPREHENSIVE WEB CRM** - You can access Sage SalesLogix from anywhere using a web browser and you don't even have to be connected. With the new **Disconnected Web Client**, you can disconnect from the internet when you need to, yet continue working in Sage SalesLogix without sacrificing usability or your customizations. In addition, the Web Client now offers access to sales force automation, marketing campaigns, and customer support capabilities for assets, contracts, returns, and defects. You can also create, modify, or delete sales orders.
- **IMPROVED LEAD MANAGEMENT** - a **step-by-step wizard** makes it simple to **import leads**, perform lead de-duplication, run a check against current leads/contacts in your database, and provides rules-based lead routing so leads are distributed automatically to individuals or teams. You can even assign activities and flags to ensure timely follow up.
- **PRODUCTIVITY AND USABILITY IMPROVEMENTS** - Sage has improved the layout and design to make it easier to navigate and find the data you need quickly. Windows are easily resized to avoid unnecessary scrolling, 'right mouse' functionality has been expanded to offer more options without having to access the toolbar drop-down menus, and a new **Summary View** displays key information about an account or contact in a compressed viewing area to minimize navigation.
- **PERSONALIZED CRM** - A **customizable Welcome Page** displays your personal activities, notes, and opportunities. You can also combine data from your favorite internet sources like Google Maps™, LinkedIn®, and Hoovers®. Further customize your workspace by reorganizing tabs and panes as well as creating a graphical timeline of your sales opportunities and support tickets using the new Timeline Visualization feature.

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Sage SalesLogix Web Demos



WHAT'S NEW IN SAGE SALESLOGIX v7.5?

For more detail about the exciting new features of Version 7.5, download a copy of '[What's New in Sage SalesLogix v7.5](#)' or contact us to see a demo or discuss an upgrade.

BUILD CUSTOMER LOYALTY WITH SAGE SALESLOGIX

You probably know that it requires much more time, money, and effort to acquire a **new** customer than to retain an **existing** customer. At a time when the economy is slow, new customers are even harder to find so it's more important to provide a high level of service and satisfaction. In this article, we'll explore a few ideas for leveraging your Sage SalesLogix CRM data to make the most of every customer interaction and ensure a completely satisfying experience.

Marketing To Your Existing Customers

For many businesses, customer relationships are considerably more profitable **after** the initial sale. Implementing a marketing program aimed at current customers can be an important advantage in building customer loyalty and profitable, yet mutually beneficial, relationships. Sage SalesLogix [Marketing Automation and Campaign Management](#) provides tools to plan, execute, and analyze targeted marketing campaigns. You can segregate campaigns aimed at new business vs. those that are targeted to existing customers as well as track and measure every phase of the campaign. It also allows you to build a detailed profile of your customers over the course of your relationship to ensure that marketing communication is **relevant and beneficial** based on previous purchases, product preferences, and other important characteristics of your customer relationships.

Customer Service Automation

If you provide service and support for the products you sell, [Sage SalesLogix Customer Service](#) can provide the tools to resolve customer issues quickly. After all, nothing is more frustrating than a product that doesn't work properly and customer support staff that are unable to help. Customer Service provides your staff with advanced ticket and returns management, a searchable knowledgebase of key support issues, automated alerts on key customers, and a customer self-service web portal to track support cases.

Keep the Conversation Going

Customer relationships are strengthened through consistent and high-quality contact. While some companies make contact with customers only when they're placing an order, a more customer-focused business maintains **regular dialogue** and creates as many opportunities for contact as possible. Using Sage SalesLogix to schedule communication reminders and send holiday greetings can help personalize business relationships and ultimately foster stronger customer loyalty.



Satisfying Your Customers

[Contact us](#) to request a copy of this guide that provides practical advice for leveraging technology to strengthen relationships and turn customer loyalty into competitive advantage!

Sage SalesLogix Web Demos

Whether you're considering a new module or curious about new features of Version 7.5, Brainsell offers a variety of live and pre-recorded demos that are available online. Here are some of the topics covered:

- New Features of Sage SalesLogix v7.5
- **Marketing Automation** for Sage SalesLogix
- **Lead Management** for Sage SalesLogix
- How **'Going Mobile'** Can Help Your Business

[CLICK HERE](#) TO CHECK THEM OUT

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