



## SAGE SALESLOGIX CRM NEWSLETTER

### Put Sage SalesLogix In Your Pocket and Go!

Smartphones are rapidly becoming the working tool of choice for mobile professionals. Even the trusty laptop has slipped to the 'big and clunky' category. Now that CRM has established itself and proven its value for many businesses, IT departments are being asked to extend CRM to sales people, executives, and other road warriors who have become attached to smartphones for their convenience, access, and 'always-on' benefits.

But mobile CRM isn't just about "gee whiz" technology. By improving convenience and access to CRM data, you'll also improve user adoption which is critically important to a successful CRM strategy. Simply put, your mobile employees will actually **use** and **benefit** from CRM and not view it as an unnecessary administrative burden.

#### Introducing SalesLogix Mobile

Sage SalesLogix Mobile extends CRM to your mobile device delivering up-to-the-minute customer data through the convenience of wireless connectivity. And we're not talking about a watered-down "light" version of Sage SalesLogix CRM ... it's full-featured with all the functions you'd see if you were sitting in front of a PC in the office. SalesLogix Mobile maintains the same look and feel of the desktop version which shortens the "mobile learning curve" and increases user adoption.

#### Stick Sage SalesLogix CRM in Your Pocket

Sage SalesLogix Mobile allows you to view, edit, and add contact and account details, take notes, schedule meetings, and update opportunities. Having CRM in your pocket improves the quality, timeliness, and perhaps most importantly, **accuracy** of CRM data. No more customer data on yellow lined notepads or chicken scratch on the back of a napkin that may not make it to your CRM system. Even during a meeting, you can discretely pull out your mobile device, enter notes and schedule follow up meetings and to-do's right on the spot which ensures timely and accurate follow up.

Another important aspect of mobile CRM is that large sets of data can be stored locally on your device. Whether you're in a meeting, on a plane, or in the middle of a cornfield in Iowa, you remain productive and can perform all CRM functions without having to connect and reconnect to exchange data with the server.

#### The Technical Stuff

It's next to impossible to standardize on a single platform as different devices will appeal to different users. That's why SalesLogix Mobile Offers support for today's leading mobile devices including BlackBerry®, Windows Mobile Smartphone®, and Pocket PC®.

Clearly, **security** is a key consideration when you've got sensitive CRM data on mobile devices. To address these concerns, SalesLogix Mobile supports the security services provided by RIM and Microsoft to ensure that data is securely transferred and stored on your mobile device. In addition, data encryption and password protection are supported.



Extending CRM to mobile devices is quickly becoming a necessity and not an option if you want to remain efficient and competitive. [Contact us](#) if you'd like to learn more about taking Sage SalesLogix CRM on the road!

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# MAKE THE MOST OF THOSE MARKETING DOLLARS

You probably know how much you spent on marketing last year ... but do you know how effective those marketing dollars were? How many deals closed and how much revenue was generated from that 6-month campaign last Summer?

To get the most out of your marketing budget, it's important to understand which initiatives are driving the best response, track leads from initial contact to a closed sale, and access reports that provide conclusive evidence of a return on your investment. That's where the Marketing component of Sage SalesLogix comes in. Let's take a look.

## Sage SalesLogix Marketing

With [SalesLogix Marketing](#), every aspect of a marketing campaign can be set up and tracked allowing you to drill into details like number of responses, leads generated, costs, budget variance, closed deals, and more. Whether a lead or contact has responded to a campaign, clicked on your Web page, requested literature, or discussed a product or service with an employee, every action of expressed interest can be captured in Sage SalesLogix and pursued for future campaigns and sales activities.

## List Management

Features like Web Lead Capture, Lead De-duplication, and the ability to easily import leads from trade shows or other sources allow you to build profiles of your best prospects. That data can then be segmented and lists generated (and exported if necessary) based on demographic or other important qualifying criteria. For instance, you can generate a campaign list that targets small businesses within 50 miles of your office that currently own Goldmine. With SalesLogix Marketing, it's a snap. And the more you know about your prospects, the more you can target your marketing messages to resonate effectively with them.

## What's My Marketing ROI?

What are you spending on direct mail and is email marketing more or less effective? How much revenue did you generate from the trade show this year and do you want to participate again next year? Using SalesLogix Marketing to match sales revenue to specific marketing activities will help you answer these and other questions effectively.



[Contact Us](#) if you'd like to learn more about using Sage SalesLogix Marketing!

## SalesLogix Support Updates

Sage SalesLogix v6.2 and v7.0 are scheduled for retirement as follows:

**Version 6.2 - February 2009**

**Version 7.0 - November 2009**

After retirement dates, Sage will discontinue development of Hot Fixes and Service Packs. In addition, Feature Requests will no longer be accepted. Retiring older versions allows Sage to focus development and support resources on future enhancements.

If you haven't already done so, we encourage you to begin planning your upgrade to [Sage SalesLogix v7.5](#) to take advantage of new features and be sure to contact us if you need assistance.

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