

# Sage CRM Professional

## Accelerate sales, drive business productivity and make every customer interaction count



Sage CRM Professional is an easy to use, affordable solution for small and medium sized companies that need CRM which adapts to their business needs. A contemporary user experience and intuitive design helps boost the productivity of every individual in your company, so everyone can remain focused on driving success and growing the business.

Sage CRM Professional offers a wide range of features designed to support your current and future needs. It offers more than just great sales, marketing and customer service management features; it also delivers rich mobile functionality, social CRM capabilities, internal business collaboration tools and more.

### Accelerate your sales performance

Sage CRM helps you simplify the sales process and make the most of every sales opportunity. With instant access to pipelines, contacts, calendars, and sales reports, your sales people are freed up to focus all their efforts on selling, whether in the office or on the road.

It helps you gain more control over every area of your business by allowing you to easily automate processes so valuable information doesn't slip through the cracks. This means you can customise workflows to suit your business so every sale from lead to close moves through a well-defined and predictable process.

### Gain valuable business insight

With Sage CRM you and your management team can see where your business stands with access to real-time critical business information.

Sage CRM provides better insight and forecasting for actionable decision making. And our visual reports, analytics and management dashboards enable you to see how your business is performing.

### Targeted measurable marketing

With Sage CRM, you can use information about customer and prospects to create campaign lists with the highest potential for success. You can also plan your campaigns with precision and track campaign results more easily.

Sage CRM also integrates with key social media applications including LinkedIn, Facebook and Twitter, helping you to reach and engage with your customers and prospects across multiple touch points.

### Deliver exceptional customer service

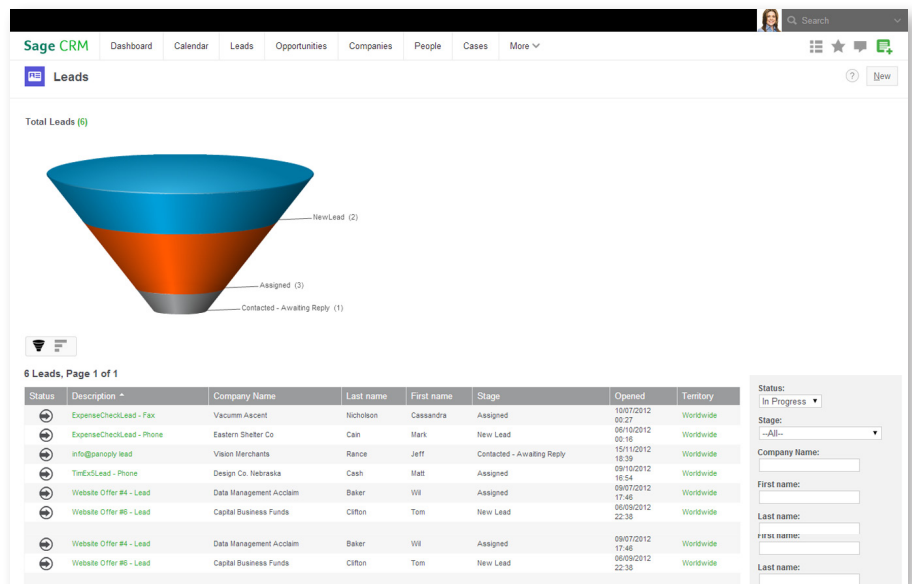
Sage CRM is used by thousands of businesses every day to deliver exceptional customer service regardless of their size, ensuring a world-class customer experience every time. With case management, a centralised knowledge base and powerful reporting, Sage CRM gives customer service teams access to updated customer information from right across the business.



> Sage CRM gives your mobile workforce access to critical customer information via their tablet or smartphone

‘With information seamlessly at our fingertips, we can instantly respond to our customers’ requirements and queries and give them the answers they need. It’s very impressive’

Malcolm Ditty,  
Director,  
The Signature Works



> Use charts to see how your people are performing and take action

### Manage what matters in your business

With Sage CRM Builder, you can get more from your investment by transforming how you use Sage CRM in your company. You can adapt Sage CRM to your individual needs by building new business modules to manage any area of your business. Sage CRM customers around the world are already using Sage CRM Builder to plan events and training courses, track competitors, implement key business projects and more.

### Mobilise your teams

With Sage CRM your mobile workers can access critical customer information in real-time, on any device regardless of where they are. Your sales and customer service teams can view and update contacts, opportunities and leads while on the road or at customer sites. This ensures they become more productive and service your customers more effectively.

### Sage CRM Professional includes

- Sales force automation
- Customer and contact management
- Lead and opportunity management
- Sales forecasting
- Quotes and orders
- Sales Dashboards
- Reporting and analysis
- Campaign management
- Customer profiling and analysis
- Case Management
- Solutions/Knowledgebase
- Interactive dashboards
- Outlook integration
- Fully featured mobile CRM
- Sales Tracker for Windows 8
- Social media integration
- Business collaboration powered by Yammer



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## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

