

Connect^{with} Sage **200** Suite

Did you know?
Sage 200
comes with one
free CRM
seat

How Sage 200 helps with sales and marketing

How successful are your marketing campaigns? Are you talking to the right customers? How do your sales teams react to opportunities? Are your service team constantly dealing with customer issues?

Sage 200 comes with a Customer Relationship Management module that helps you identify and make the most of sales opportunities, by bringing information about customers, sales and service together with your finances.

Connect with your customers

- Plan, execute and measure targeted marketing campaigns.
- Manage all your customer and supplier details including transaction history, multiple contacts and phone numbers.
- Make the most of your marketing resource by using information about orders, purchase history and demographics to build up a picture of your customers.
- Respond to customers anytime, anywhere with access to the information you need in the office or on the move via Blackberry and iPhone.

A customer's view

"Sage 200 worked from day one, without any break in business operation or service to our customers. We now rely implicitly on what Sage 200 tells us, as the data reflects reality."

Neil Bradford, Sales Director, Portway
Domestic Appliances Limited.

The Sage logo, featuring the word "sage" in a lowercase, bold, green sans-serif font.

Target your marketing

- Get the right messages to the right people at the right time.
- Quickly identify sales opportunities from your customer database and act on them.
- Easily create e-marketing campaigns with over 90 templates to get you started.
- Specify when to send email campaigns to maximise sales and customer leads.
- Monitor the success of email campaigns and deliver leads by tracking open, click and bounce rates.
- Direct efforts to sales that will be most profitable or you're more likely to win.
- Repeat elements of a successful campaign to capitalise on positive responses and ensure consistency.

Connect with your teams

- Draw data from all areas of your business including finances, orders and previous purchase history to help you plan and target effective marketing.
- Give your sales people the information they need by sharing data on pipeline and opportunity.
- Spot opportunities to increase revenue and reduce costs by using personalised dashboards to present data that's meaningful to you or your department.
- Make it easy for everyone in your organisation to get the information they need by bringing it all together in one screen or workspace.

Connect with your business

- Get a better insight into your business with reports and analysis ready to go.
- Quickly and easily build or amend standard reports to reflect the information that's important to your business.
- Bring data to life by adding charts, graphs and visuals to reports and presentations.

See for yourself
Try Sage 200
E-marketing
in your business
with a free
60 day trial

Connect with
Sage **200** Suite

sage