





Introducing An Easier Way for Small Businesses to Manage Critical Customer & Prospect Data


About the Contact Management Solution

The contact management solution features functionality that makes it easy to schedule customer appointments and events, implement sales and marketing campaigns, track projects, manage tasks and create sales and sales pipeline reports for your business.

Contact Management—Key Features

-  **Import contact information from applications such as Outlook and Excel.**
 - Search and organize your contact information using multiple filters
 - Edit Multiple Contacts in a Single Action
 - Add details and notes and attach documents to your contact data

-  **Create, Manage and Track Marketing Campaigns and Events**
 - Use the calendar functionality to schedule appointments
 - Set up recurring events and appointments
 - Distribute event invitations via e-mail
 - Track actual costs and revenues compared to budget
 - Analyze data to measure ROI of sales and marketing campaigns

-  **Manage data for all your company's sales activities**
 - Enter data manually or import batches of transactions stored in other applications
 - Create a customized view of your sales data within the contact management application
 - Generate customized reports that segments sales data by customer, account executive, product or service and date.

Find out for yourself how StarterCRM will change the way you manage your business. Visit www.startercrm.com and sign up for a 30 day FREE trial of the entire suite of applications.

StarterCRM

A Complete Suite of Business Management Tools

Contact Management

- Import contact data from other applications such as Outlook and Excel
- Create, track and manage marketing campaigns, appointments and events
- Manage your sales pipeline by assigning status and probability codes to customer proposals

Marketing Communications

- Includes hundreds of document templates covering a range of sales & marketing topics.
- create one-time and ongoing sales & marketing campaigns
- Create campaigns that are “triggered” by specific events within your business
- Includes both print and email output options.

Customer Service

- Track customer service issues by product, customer, employee or date
- Prioritize open issues and “flag” emergency issues
- Assign issues to your customer support personnel
- Receive notification of new issues through automated alerts.
- Add notes to each issue to improve understanding and collaboration between support staff

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