



## Web-Based Sales & Marketing Solutions Designed Specifically for Small Businesses

### About StarterCRM

StarterCRM gives small businesses tools to manage critical customer and prospect data, create effective sales and marketing communications and track and resolve customer service issues.

#### **Contact Management Solution**

Small businesses now have a simpler way to manage key customer and prospect contact information. The contact management solution features advanced calendar, transaction, campaign management and reporting functionality so you can schedule customer appointments and events, implement sales and marketing campaigns, track projects, manage tasks and create sales and sales pipeline reports for your business.

#### **Marketing Communications Solution**

Your business now has a simpler way to draft sales documents and implement ongoing prospecting and marketing campaigns. Designed specifically for small businesses, this powerful communication tool gives you everything you need to do a better job staying in touch with your prospects and customers.

#### **Customer Service Solution**

The Customer Service and Issue Tracking applications seamlessly integrates with the Contact Management application so your business can track, prioritize and respond to customer issues and requests. It will help your business reduce response times, identify recurring problems with your products and provide you with feedback you can use to drive improvements to future product releases.

**Find out for yourself how StarterCRM will change the way you manage your business. Visit [www.startercrm.com](http://www.startercrm.com) and sign up for a 30 day FREE trial of the entire suite of applications.**

## StarterCRM

### Key Features

#### 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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