

Thursday,
March 23rd

Webinar: Customer Relationship Management (CRM)

Presenters

Eric Klauss

*PartnerSource Solutions
A Microsoft Technology Partner*

Brian Iinuma

*Strategic System Group, Inc.
A Microsoft Technology Partner*

**Thursday,
March 23rd**

10:00 am to 11:00 am

PIASC Members
FREE

Non-Members
\$25.00

Register online at:

www.piasc.org/CRM

or call

Emily Holguin at
323.728.9500, ext. 262
emily@piasc.org

Do you have leads from tradeshow, e-mail campaigns, or an existing customer database? Have you wondered how to get more revenue from your sales process? Are you looking for a way to be more mobile and to look like a bigger company than you actually are?

Learn how to use Customer Relationship Management (CRM) to acquire and retain customers through repetitive sales and marketing activities. Understand how to send marketing information to prospects over longer periods of time in order to nurture them to become customers. Learn how a CRM system can prioritize telephone calls, face-to-face visits, and help you achieve greater revenue growth.

By attending this webinar you will be entered to win a raffle prize of Microsoft Office 365 and all attendees will receive a certificate for training at a Microsoft store. *Congratulations to Lauren at EW Packaging as the raffle winner from last months Cybersecurity Webinar!*

About the Presenters:

Eric Klauss has over 20 years of experience selling, consulting and recommending business technology solutions, especially ERP & CRM as a customer, consultant, and salesperson in the industry. Today, he provides his sales and marketing expertise to PartnerSource Solutions clients and is a SCORE Mentor to business clients in Southern California.

Brian Iinuma is the President and co-founder of Strategic Systems Group, a Los Angeles-based I/T consulting firm, experts in enterprise resource planning. His company helps small and mid-sized manufacturing and distribution companies better utilize their ERP systems to improve their business processes and profitability.

Who should attend?

Business owners, CEOs, personnel responsible for sales processes.

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