



Webinar: Customer Relationship Management Tools

Presenters

Manish Bhardia

Adeptek

Brian Iinuma

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

Eddie Bader

Company Built

Eric Klauss

PartnerSource Solutions

**Thursday,
January 18th**

10:00 am to 11:00 am

PIASC Members

FREE

Non-Members

\$25.00

Register online at:

<http://bit.ly/CustomerRelationshipTools>

or call

Emily Holguin at

323.728.9500, ext. 262

emily@piasc.org

How To Track And Manage Day-To-Day Sales Activities And Boost Revenue

Why attend this webinar?

Do you feel like your company needs a boost in its sales performance? Do you hear complaints from your sales team indicating that they need a better way to do their jobs? Do you see your competition using empowering its salespeople and eating your lunch as a result?

What you will learn:

Customer Relationship Management (CRM) is a process or methodology designed to guide the activities of sales personnel. CRM tools are implemented to help enforce the process or methodology on a daily basis.

How to apply this technology in your business:

You'll learn the importance of identifying and documenting the organization's existing business processes and be able to compare and contrast 3 popular CRM systems. You'll learn the basics of navigation and how to enter data for organizations, contacts, and activities and how these systems integrate with Microsoft Outlook. Finally you'll learn how to overcome resistance during the implementation of the a system.

Who should attend: Business owners, sales executives, and team members responsible for sales activities

About the Presenters:

Manish Bhardia has over 19 years of experience in technical architecture, project management, business process consulting, solutions development and service delivery.

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.

Eddie Bader works with many different industries including nonprofits, healthcare providers, and department of defense contractors.

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.

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