



How You Can Make More From What You've Got.

If you have any sort of contact records from people who have interacted in some way with your business then you have the opportunity to make more from what you already have.

Trouble is those records might be haphazard, a pile of papers and business cards at worst or a spreadsheet maybe at best!

Getting organised with knowing who touches your business and why is the key to boosting your revenue. If you have a data base, a CRM or Contact Management system that is designed to help you find the hidden gems in your business then you are on winner. Just look at what you could find out by drilling down into your information and targeting your contacts appropriately.

Knowledge means that you are speaking to your contacts about what they want to hear about.

12 ways to use your CRM system to generate more revenue

- Who has bought your products or services
- Do existing clients need an upgrade to a later or more prestigious version?
- Has there company grown, and they have new staff who need training
- New product or service features of the upgrade leads to training
- Is there now a sister product or service they could be considering
- Have a look at those who haven't brought from you in a while. Can you see a trend, or reason why?
- Is your client/customer aware of the latest features and how their business could benefit?
- Is there a seasonal pattern to your clients purchase?
- Or a geographical pattern to your clients?

And don't forget about the softer information, the more personal information you know.

- You could send offers for your restaurant or shop at their birthday or anniversary. Or maybe even get a cake with your logo on delivered!
- You could market people with children, pets or hobbies for example.
- Have they referred you in the past? Would they be willing to do a testimonial?

Want to know more about getting the best out of your CRM (or even implementing a CRM!) and making more money ? Then call Gordon Hewett on 01252 21 31 33/0788

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Also found making contacts and promoting yours at

<http://twitter.com/gordhewett>