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## What is CRM?

CRM or Customer Relationship Management is a term that is used to describe a type of strategy that is designed to be implemented by businesses with the aim of increasing profits, reducing costs and improving customer relationships all at the same time. Often CRM is implemented by using a specific type of software application that can take a lot of the strain out of organising projects, employees and customer information alike, leaving business owners with more time to concentrate on other aspects of their business, such as their bottom line.

Successful customer relationship management will bring about an increase in profits as it offers businesses a way in which to bring together all relevant data about each of their customers to provide a better service. This in turn leads to increased customer loyalty as customers will feel valued, something which is in short supply in today's marketplace – resulting in repeat custom. Sales are also increased as CRM allows sales staff to access customer records instantly and provide them with information on previous purchases and use this information to recommend new products and services which may be of use to them.

CRM is not just an application that will assist a business to store data on customers, create invoices or keep documents centrally. It is a holistic approach that should encompass the people, technology and processes within a business and as a result be fully integrated into every aspect of that business. Doing this will result in a marked increase in profits and a decrease in time wasted searching for documents or information as everything anyone within the business might need is easily stored and retrieved by using CRM software.

When CRM is integrated into a business it can help in every single department from sales to human resources as it is an all round application created to give users the information that they need at their fingertips whenever they need it. This includes information not only on customers but employee timesheets, quoting, invoicing, contact information, meetings,



project deadlines and more. All of this put together means that CRM provides a totally integrated and streamlined approach to customer, employee and business management.

## How to tell if your business needs CRM

Owners of small to medium sized business can all benefit from using CRM especially if they have a database of customers that are regularly contacted for repeat orders or similar reasons. Every business starts off small and over time, if successful, will grow and continue to do so. To begin with it can be quite easy to keep a track of customer orders, contact information and ongoing projects. But what happens when the orders and new customers start rolling in and it becomes difficult to juggle existing customers, new customers, orders, quotes, invoices, unpaid invoices, sales and marketing?

For many businesses it is this time, that believe it or not, it is either sink or swim. Businesses that sink will do so as they become overwhelmed by too much information which is not correctly stored or accessed and this will lead to poor customer relationships and lost revenue. Businesses that swim do so because the owners realise that it is time to implement a new software application that can handle this influx of new custom and use it to their advantage without the need to take on extra employees.

Often business owners think that as their business grows they must employ more people, but this should never be done until each member of staff is fully utilised. After all what is the point in employing more people when the employees already in position are not being used effectively. An increased number of staff means increased wages each month and this will eat away at any extra revenue the business might be benefiting from. Then this results in the bottom line remaining static rather than growing, something which no business owner should be happy with. So what is the solution to this problem? A CRM software application that has the capabilities to not only store and save customer information but can also assist business owners to fully utilise employees and prevent time being wasted which will impact in a positive way on your bottom line.



## Getting the right CRM solution

If you are the owner of a small to medium sized business which has a growing customer base it is time to start thinking about getting a CRM solution that will improve the running of your business on a day to day basis and offers a more streamlined approach to storing, retrieving and using customer information.

Before you jump straight in with the first CRM solution that is offered to you, it is a good idea to think about aspects of your business in order to select a CRM solution that will grow as your business does. Here are some things to think about when deciding on the best CRM solution for your business—

What is it that your business does? This might seem like a strange question to be asking yourself as you own the business but think about it in smaller terms. For instance if you offer a product or service that has different prices based on what your customers need a CRM solution that offers a quoting tool will be very useful. Similarly if you produce invoices for your customers this also needs to be included as it is the next step in the quoting process.

Do you have to work to deadlines within your business? If this is the case then it is likely that a CRM solution that offers alerts and project planning tools is a good choice. That way projects can be monitored and approaching deadlines are flagged up as alerts so that no deadline is ever missed. Missing deadlines is one of the worst things that a business can do as it not only shows an unprofessional side to the business but it can result in a loss of custom as deadlines are set for a reason.

Who is your customer database made up of? Knowing this is one of the first steps to successful customer relationship management. Having the ability to store, retrieve and use documentation and information about your customers is crucial if you are to attract and maintain a good customer base. All customers want to feel valued and this is never more so when speaking to a sales rep who knows about the customer they are speaking to and



can give them accurate information should they request it. CRM offers a way in which such information can be easily accessed and used to your advantage.

What is the total number of your employees? If you own a small to medium sized business it is likely that you are not going to have a huge number of employees, so it is pointless in purchasing a CRM solution that was designed for large companies. It is far better to opt for a CRM solution that will grow alongside your business and will enable you to add extra employees to it as they join you. This eliminates the need to purchase extra licenses for employees to use the software which is another way to save money, and as anyone who runs a business knows saving money is another key to being successful.

Do you need to be able to see certain tasks that are carried out in your business at a glance? If your business produces many quotes per day or contacts customers at certain times then you need a CRM solution that will not only log this information but show you, at a glance how many quotes have been produced per day or even how many times a customer has been contacted. This is yet another way in which time can be saved by using a CRM solution.

Functionality – A great deal of the CRM solutions that are on the market were designed for a particular business and as a result often have features that are not relevant to other businesses, so why should you pay for these surplus extras? Choose a CRM solution that allows you, the business owner to customise it to fit the needs of the business seamlessly so that it is working with you not just for you.

Do you need information for forecasting so that you can anticipate customer ordering patterns? If so you would benefit from a CRM solution that offered you tools which would tell provide you with information total revenue per customer, the percentage of quotes that had been converted, total outstanding payments per customer and more. Using such a CRM solution would not only increase revenue through being able to utilise information better but it will also eliminate the need for other software applications that might have been used to provide the same information.



How often is the CRM software going to be used? If you need a CRM solution that is going to be used every day then it has to be easy to access and use. One of the main reasons that software is not used to its full potential is that it is difficult for employees to learn and use on a daily basis. Choose a CRM solution that will enable employees to be up and running in under a day and be fully confident when doing so.

So which CRM solution can offer all of these benefits and more? S3 CRM – the virtual assistant available 24/7.

## What is S3 CRM?

S3 CRM is a new and innovative CRM solution that is not only easy to use, but is fully customisable and can be accessed from anywhere in the world due to it being a web based application. It includes many features such as invoicing and quoting tools, project planner, outstanding tasks, address book, reports, alerts, document storage, recycle bin and even a route optimisation tool!

S3 CRM also offers several sales report sections such as total revenue per customer, customers with missing data, total outstanding payments per customer and % of quotes converted to sales. Using these can help you and your sales team to convert more quotes, improve customer data and chase outstanding payments to increase revenue and decrease unconverted quotes.

S3 CRM is, as you can see a total customer relationship manager, sales information tool, project planner, fully integrated calendar and more which all small to medium sized businesses should try and let the results speak for themselves. So visit [www.s3crm.com](http://www.s3crm.com) and sign up for your free 30 day trial and see how S3 CRM can help you and your business achieve the goals that you have only dreamed about.



## Top 10 reasons why businesses need S3 CRM

1. It will seamlessly fit in to your business – S3 CRM is so versatile and easy to use that you will find implementing it a dream. Too many CRM solutions have to be changed to fit the needs of individual businesses, but with S3 CRM you can use as many of its features as you like.
2. Easy to use - Say goodbye to weeks spent training staff on your new application simply let your employees have their usernames and passwords for S3 CRM and off they go. With the help of the 'help at hand' sections within S3 CRM and the easy to follow set up instructions your employees will be using S3 CRM like pros by the end of the first day.
3. Features – The majority of the features on a CRM application should be relevant to your business so take your pick from the wide range of features available on S3 CRM from quoting and invoicing to last customer contact info and outstanding invoices features.
4. Marketing information and tools – For CRM to be a complete success you need to be able to store and extract data which could assist marketing and sales such as average revenue per customer and instant invoicing tools.
5. It can help a businesses financial planning – by using the information on which are your best customers and see their re-ordering patterns you can make any financial projections more accurate.
6. S3 CRM has total accessibility for authorised persons from anywhere in the world– Many business owners take trips overseas or to other parts of the country and many feel as though they take their finger off the pulse of their business whilst they



are away. As S3 CRM is a web based application it can be accessed from anywhere in the world with an internet connection, so you are never more than a click away from your business or your employees.

7. Project planning tools – If your business undertakes several projects at once and has various employees working on them deadlines can sometimes be missed. By using the project planning tools on S3 CRM you can see at a glance how many projects are open, which are approaching their deadlines and who is working on them. You can also set alerts to warn you or the employees working on projects that a deadline is looming so one is never missed again. This will put an end to missed deadlines and frustrated customers as you turn them into customers who rely on you as they know deadlines are met.
8. Fully integrated employee calendars – These can then be accessed by anyone to see who is in work, on holiday, off sick or on a business trip in order to provide a better service by utilising employees that are in work on any given day.
9. S3 CRM allows you to see your business at a glance – Simply log into your dashboard and see everything that is going on in your business on one screen from the number of outstanding invoices to projects that are drawing to a close. Say goodbye to opening endless screens just to find out what the total of paid invoices are that week.
10. S3 CRM is very reasonably priced – Why pay through the nose for CRM solutions that were created for someone else's business, with S3 CRM you can customise your dashboard to show what you need to know in your business and change it when necessary.



The list could go on as there are so many reasons why businesses need S3 CRM, but rather than begin another list why not visit [www.s3crm.com](http://www.s3crm.com) and start your 30 day free trial right now? Who knows you could be benefiting from using S3 CRM by the time you have got it up and running.

## **How to successfully implement S3 CRM into your business**

Implementing S3 CRM into your business could not be easier, simply visit [www.s3crm.com](http://www.s3crm.com) and sign up for your free 30 day trial and see, for free what S3 CRM can do for you and your business. Follow the on screen set up instructions and refer back to the 'help at hand' sections if you need to and in no time you will be using S3 CRM like a pro.

Using the fully customisable dashboard you will be able to pick and choose which of the features of S3 CRM that you know you will use on a regular basis and place them on the first screen, your dashboard. Don't worry if you put something on your dashboard that you find later you don't use as much, you can add and remove and change the widgets on your dashboard at any time, it is up to you.

Once you have decided on the widgets on your dashboard you can then begin to populate your customer and employee contact details. You can do this by customer, employee, department or contact so you can see at a glance who is who in your address book.

Then it is time to start using S3 CRM and see just how it can help you to boost your sales by using some of the features in the tools section. These include-

- Total revenue per customer which can be used to help identify loyal customers and give them discounts if necessary. Using this tool can help to further build better relationships with your customers as when contacting them you will be able to inform them accurately when their last order was and for how much etc, this shows



the customer you value them and know about their ordering patterns.

- Update any missing data on customer records to fill in the gaps and provide them with a better service when you contact them. Often vital information is not recorded by businesses and this can be their downfall. For instance what happens if customer X is not contactable on certain days of the week and they have informed you of this, yet these are the days when one of your sales reps is trying to contact them? The answer is the customer gets frustrated at the number of missed calls they have regularly had from your reps even though they know they have informed you of their unavailability. This in turn makes the customer believe that you and your business do not listen to their needs and this will lead to lost custom. It is always vitally important to record such details even if they seem irrelevant at the time as it will lead to increase customer loyalty. S3 CRM also gives you the opportunity to add pictures of customers and employees to their records so that you will never forget a face again.
- Check out the conversion rate for quotes, this can help to see which of your sales staff is performing the best. It can also be used when looking at pricing to see if any products or services are incorrectly priced if they are not high converters.
- See in real time the number of quotes that are reaching their validation period, by using this information your sales reps can make calls and chase up these quotes to see if customers would like to go ahead with them. By informing customers that their quote is about to run out can often give them the incentive to place an order – increasing your revenue as they do so.
- See at a glance who is the user with the most outstanding tasks, if you spot someone who appears to be overloaded with work and has several deadlines approaching you can divert extra users to help out. This will prevent any missed deadlines and customer dissatisfaction, something that should be avoided at all times.



- With the fully integrated, business wide calendar you can easily see who has booked holidays and when, meaning that you can schedule meetings and launches when you have the maximum number of employees in work.

## How to expand your business with S3 CRM

All businesses at one time or another fall foul of behaving in a static way and not expanding and this can result in lost opportunities and missed chances to create more revenue and make their bottom line even healthier. Often this occurs when the software that the business uses is not doing enough to highlight areas that have the potential to grow.

With S3 CRM you can easily add more customer contacts, employees, quotes, invoices and more so that you never have any loss of information again.

## People and time management with S3 CRM

When you are a business owner it can sometimes be difficult to know what each one of your employees is doing at any one time and often this can result in poor time and people management. Good time management is essential in any business as it leads to increased productivity and increased profits. There is nothing worse than allowing time to be wasted through things such as organising work each day or checking on the progress of projects and other tasks.

S3 CRM offers business owners a way in which they can not only check on the progress of projects and other outstanding tasks but see, at a glance what each one of their employees is doing each day. This is useful as it means an end to chasing round to find employees that have free time to spend on new projects or diverting extra employees to projects that are approaching their deadlines. Using S3 CRM's business wide calendar



allows you to quickly see who is in work each day and who is absent due to holidays or illness. Previously a task like this could have taken a good portion of the morning, which is a massive waste of time, time that could be spent doing something that is much more productive.

S3 CRM not only lets you take control of your business from one central point, it also helps you to spot employees that are not being utilised correctly and rectify the situation. People management is just as important as time management, get it wrong and hundreds of working hours will be lost each year and these can never be recovered. S3 CRM can help you with people and time management by –

- Diverting excess employees from certain projects and placing them on others which need a boost to move them forward in a more timely manner. This will result in an increased number of projects being completed so that more can be taken on which will create an increase in profits.
- Deadlines will never be missed ever again – by being able to see quickly and easily which projects have approaching deadlines these projects can be checked to ensure that they are on time to be completed. Similarly any projects that are approaching their deadline but have not been progressed as far as they should have been can receive the extra attention that they need. By never missing a deadline your customers will be more loyal towards you and your as you gain a reputation for delivering what you promise. Ensuring customer loyalty is crucial in business as once it is lost you have lost a customer forever and nothing can get them back.
- Time will never be wasted again – wasted time is a no-no for any business owner as no-one wants to be paying their employees for hours that have not been used productively. Obviously there will be times in business when time is wasted due to one thing or another, but with S3 CRM this wasted time can be drastically reduced so that only the minimum of time slips through your fingers. A lost hour can never



be retrieved, so make sure that the majority of business hours are filled with productive and proactive activities.

- S3 CRM allows business owners to maximise their employees, as these are one of the biggest assets that a business has. Without good employees who spend their time productively a business would fail in no time and profits would nose dive. By ensuring that each and every one of your employees time is spent on projects or tasks that need their attention you are helping to build a great foundation on which your business can grow and develop into something to be proud of.
- With the route optimizer tool that is one of the many features of S3 CRM you can also plan out journeys in advance to make sure that any time spent travelling, by reps example, is accounted for. Time is often wasted when it is unclear how long a journey will take and once again this leads to hours lost, with S3 CRM you can easily work how long a new journey will take and make revisions in reps diaries which will account for this. Obviously if traveling is part of the working week it cannot be ignored, but it can be planned better which will improve time management.



## Increase revenue with S3 CRM

When you own a business you are constantly looking for ways in which to increase revenue and many business owners mistakenly think that there is little that they can do apart from advertise to increase this revenue. With S3 CRM there are different tools that can be utilised to increase revenue all without very much work at all. Here are a few of things that can be done with S3 CRM –

- Take a look at the Total Revenue Per Customer section and find out who are your best customers, you can then use this information to identify any spending patterns and trends which can then be used to offer discounts and other incentives to regular customers. By identifying spending patterns you can also get a sound idea as to where the majority of your business comes from then you can target advertising campaigns in a more structured way. For example if you sell printers and you find that you have quite a few contracts with schools you could then get some of your reps to start visiting schools to see if they would like to use your services. It is essential that you know and understand your customers in order to provide the very best service for them that you can. As S3 CRM is the best Customer Relationship Management application around you can be sure that using it will not only be beneficial to create and build on great customer relationships but it is an invaluable tool to help business owners keep a track of what is going on within their business quickly and easily.
- Creating quotes and invoices couldn't be easier with S3 CRM – all quotes are created and attached to customer records which means that they will not ever be misplaced again. You can even see, at a glance, which quotes are approaching their deadline so that customers can be chased up which can lead to new orders being placed. Similarly invoicing is a breeze with S3 CRM as invoices are instantly created – and VAT is added automatically which cuts down on the time spent calculating VAT, saving even more time. All invoices are saved to customer records so they will never go astray again which means that you will never discover unpaid



invoices which need chasing. S3 CRM also shows which invoices are outstanding and how long they have been outstanding for and this can be utilised by the accounts department of your business to chase unpaid invoices when they become due.

- As S3 CRM allows you to see a business wide calendar you are able to see what all of your employees are doing you are able to allocate work to them easily without having to check who is doing what individually. This leads to increased productivity which in turn will lead to increased revenue, something which all business owners are looking to do. One of the biggest mistakes that can be made in business is not making full use of your employees and this can happen if too many people are placed on one project or if deadlines that are set are too long.

## **How to attract good customers and keep them with S3 CRM**

What is a good customer to you? This is not a trick question as many business owners do not have a fixed idea of what a good customer is. Some might think that someone who places a large order that is worth a large amount of money is a good customer, but what if they only place one order with you? Not so much of a good customer now are they? Some believe that a customer that pays on time is a good customer, but similarly what if that customer is so put off by your quoting and late invoicing that they only order from you once or twice before using another businesses services?

If you want to attract and keep good customers you must provide a good service that makes customers want to order from you time and time again – but how to you do this? By using excellent Customer Relationship Management with S3 CRM.

All customers like to feel as though they are valued and as though their custom is appreciated and it is important to retain good customer relationships in order for this to happen. Creating good customer relationships can take time as it will not instantly appear



when an order is placed and S3 CRM can help you to do this and improve your bottom line. Here are a few of the ways in which using S3 CRM can help to create and maintain customer relationships that benefit both parties –

- Create quotes quickly and easily – this might seem like a small part of creating a good customer relationship but it is a very important one. There is nothing worse than contacting a business to request a quote for their services and be kept waiting for it. This makes the customer feel as though their custom is not really wanted as they, quite rightly, believe that quotes should be created and sent when they are promised. S3 CRM allows you to create quotes in no time, you can add different services to different lines and S3 CRM will do the rest – adding up the totals and even calculating the VAT on the quote, what could be better? S3 CRM will take the strain and time out of producing quotes so that more time can be spent on other areas of the business.
- Save all information that is relevant to a particular customer in their own file – this means that anyone who speaks to the customer has their full details to hand without having to search for it. That customer will then feel as though your business knows about them and that is invaluable as good customer service is something which many consumers feel is in short supply in the marketplace of today. Use S3 CRM to help you to go that extra mile and not only will your customers be happy but so will you when you see the repeat orders flooding in. S3 CRM also has a feature which lets you upload and save photographs of customers on their records so that if a new rep goes out to visit them they will recognise who they are visiting straight away and this will further build good relationships as your reps will appear to be more professional.
- Using the Total Revenue Per Customer feature which is contained in the report section of S3 CRM helps you to quickly and easily identify which are your best customers, so do this and let them know! By letting customers know that you value their custom can do great things for your business as you will be, in effect thanking



them for doing business with you. It is then up to you how you decide to thank your customers, it could be by organising discounts or a loyalty scheme, or you could send them cards at different times of the year, some businesses even send out newsletters which make valued customers aware of different offers throughout the year.

These are just a few of the ways in which S3 CRM can help you to create good relationships with your customers and have them placing repeat orders time and time again. So if you are looking for a way to begin creating these customer relationships why not try out S3 CRM for free for 30 days and see how you can start to make these changes – visit [www.s3crm.com](http://www.s3crm.com) today and sign up for your free trial and see how much you could benefit from this customer relationship management application.

## **Making savings with S3 CRM**

Saving money and at the same time increasing revenue is a very important area in business after all what is the point in doing all that you can to attract and keep new customers if you are not taking care of the basics, and spending money pointlessly? With S3 CRM you can highlight areas of your business that might not have been performing as they should and make changes which will result in money being saved.

If you are interested in saving money with S3 CRM here are a few of the ways in which you can do just that –

- Use the business wide calendar to maximise your employees time during working hours. Many businesses lose money by simply not using their employees correctly. If two or three people are required to complete a project don't assign more people to it unless there is a deadline that is approaching and the extra hands are needed. Make sure that you staff each project or task correctly so that multiple projects and tasks can be run at the same time.



- S3 CRM Shows you in real time exactly which invoices are outstanding and how long they have been outstanding for. This feature will allow you to easily see which invoices need chasing up so you can then assign an employee or employees to do just that and bring in outstanding revenue which will save money over time as all invoices are kept up to date. There is nothing worse than being owed hundreds or even thousands from customers as this revenue is not actually yours until it is in the business account. So use S3 CRM to show you where money is outstanding and let it save and make money for you.
- Plan all trips by car on the route optimisation tool, this will create savings as you can put in the details of your journey and not only will S3 CRM plan the route for you, but if you add details such as the cost of your petrol S3 CRM will work out how much the journey will actually cost too. This means that you have the ability to plan trips more efficiently and as you know how much it will cost you can cut down on journeys that are none essential, saving you even more money.
- As S3 CRM is a total Customer Relationship Management tool which not only helps you to provide the very best in customer services it also lets you quote, invoice, keep a tab of employees, save documentation, plan meetings, set deadlines, check on the progress of projects and tasks and so much more. Due to S3 CRM having so many useful features it saves you money by not having to purchase other software applications to complete tasks such as invoicing – so for one fee each month S3 CRM helps you to run your business, save money and make time and people management a breeze – and it improves customer relationships too! To see just how easily you can implement S3 CRM into your business why not take a free 30 day, no obligation trial by visiting [www.s3crm.com](http://www.s3crm.com) and sign up today and start making those all important savings.



## Looking forward with S3 CRM

All businesses should be looking forward at all times as there is nothing worse in today's marketplace than being complacent and letting the grass grow under your feet. Doing this will lead to lost revenue as your competitors will always be looking for easy in which to improve and progress, so you should be doing this too. S3 CRM will help you to stay the leader of your game by allowing you to search for updates each day if you wish to.

To find out about the new features which are constantly being added to S3 CRM log into your dashboard and simply click on Add Latest Widgets to get the very latest tools that this totally integrated customer relationship management application can offer you. Whenever there is a new feature for S3 CRM you will be able to include it on your own dashboard – all for no extra cost. So if you are interested in signing up to a revolutionary new software application that will not only help you to run your business more efficiently but will save you money and increase revenue and customer relationships go to [www.s3crm.com](http://www.s3crm.com) today. And make sure that you sign up for a free 30 day trial which has all the regular features of S3 CRM and will allow you to use it for 30 days and see what a difference it can make to your business.

## FAQ About S3 CRM

**When making certain decisions I usually have to scroll and search through several different screens to help me to get all the information that I need – how is S3 CRM going help me with this?**

S3 CRM can offer you all the information you need to know one screen, simply personalise your dashboard with everything that you normally need to use in your day to day business dealings. Then simply click on to the dashboard take a look at anything you need to know about your business from meetings and open tasks to latest notes and most valuable customers. S3 CRM takes the pain out of searching for information as it is all in one easy to access place.



**What if I or one of my employees is working on a project and accidentally deletes one of the documents that is attached to a customer's file?**

Don't worry! S3 CRM recognises the fact that from time to time everyone makes mistakes and with S3 CRM anything that gets deleted will be instantly sent to the recycle bin so that no important information, documents, contacts, quotes, invoices or reports ever go missing.

**My reps often have to go out on the road to meet with customers, is there anything that can help them with this and let the customers know that my reps know everything about their needs?**

S3 CRM is a sales reps dream. One of the many features of S3 CRM is that you have the ability to upload photos of your contacts alongside their details so that you never forget a face again. Using this simple yet effective feature will enable reps to recognise any of your contacts even if they have not met them, giving the customer the feeling that they really do count. Add to this the route optimisation tool which will not only plan a route for you but will also estimate the petrol usage for the journey, making it a great tool for financial planning.

**I have so many different employees working on so many different projects that I sometimes lose track of who is doing what – how can I check who is doing what without interrupting them?**

S3 CRM's project planning feature is perfect for keeping a check on who is doing what - simply click into it and see how many tasks are outstanding and who is working on them. You can also set the priority on tasks from low –high so that you can see which projects are the most important and approaching their deadlines. Such a feature helps you to be proactive as a manager, if you see a deadline approaching and the project has not been progressed as far as it should be you can divert extra employees to the task so that the deadline is met. S3 CRM will even let you add ad hoc tasks and outstanding tasks to your



screen so that you can get a total overview of everything that is outstanding in real time.

**There are a couple of projects with approaching deadlines, but a lot of my employees have been hit with a bug – what can S3 CRM do to help me?**

This is a problem that is quite common from time to time in businesses and business owners should have a plan for when this happens to get information on everyone who is in work on a given day. Often this used to be a frantic session of telephoning departments and getting numbers of employees in work, with S3 CRM simply click into the business wide fully integrated staff calendar and see who is in and who isn't at a glance. Then you can start to work on what is important –meeting deadlines.

**At the end of the last financial year a lot of unpaid invoices were found on various different software programs – how can I store all quotes together so that this does not happen again?**

This is another common problem in businesses as employees save outstanding invoice details in various spreadsheet programs or save them straight to their personal files to reallocate later, and often this is not done or the files are deleted. With S3 CRM each and every invoice is created on the application and saved to the correct customer file instantly. This means that all invoices are created and stored on the same application so that they will always be in the right place. S3 CRM will even highlight all the outstanding invoices it has at any one time, in real time, so that you can see, at a glance how much money is owed to your business. This not only helps to cut down on lost invoices as they should never get lost again, but it can also help to tighten up on the collection practices of your employees as invoices get chased sooner and your bottom line improves.

**I would like to provide some kind of loyalty based discount scheme for my best customers – how can I find out who they are without devoting lots of time to going back through the previous years orders and invoices?**





With S3 CRM you can not only see what is going on in your business in real time but you can also take a look at events that have happened in the past such as previous orders , invoices and quotes. You can also make use of the Total Revenue Per Customer feature which is contained in the reports section of S3 CRM – and this is the tool that you would use to determine who are your best customers. This information can then be used as part of the discount or reward package, or you could take a look and see which are customers that are beginning to place repeat orders and give them an incentive to place another order. The possibilities of using S3 CRM to increase customer revenue are never ending as information can always be used in a beneficial way to improve customer service and this in turn leads to more orders being placed.

**Do I have to buy more licenses for S3 CRM each time new employees join my business?**

In short – no. S3 CRM will not charge you, as many applications do, to add or remove new employees. Every time you get a new starter simply add them to the application, show them how to work it and let them go! What could be easier? Want to see this for yourself? Visit [www.s3crm.com](http://www.s3crm.com) and sign up for the 30 day trial which is totally free and will showcase just what S3 CRM can do for you and your business.

**I regularly go abroad for business and pleasure and I need a way in which I can keep track of what is happening in my business without having to telephone the office – how can S3 CRM help with this?**

This is absolutely no problem with S3 CRM as it is web based, this means that you can access the application from anywhere in the world that has a computer with internet access. So no more having to take a laptop with you on business (unless you need it for something else) all you need is your username and password and log in.





One of the advantages of S3 CRM being web based is that it is totally accessible which means that you can take the business with you wherever you are in the world. Say goodbye to being tied down to the office and one central location and say hello to total flexibility and accessibility, something that many businesses are unable to do.

Not only that but being able to see your business from anywhere in the world gives you the advantage of being able to make decisions and check on projects without having to make endless phone calls back to the office.

To see how this will work in practice visit [www.s3crm.com](http://www.s3crm.com) and sign up for a free 30 day trial.

## Monthly costs of S3 CRM

This is one area in which many software applications can let themselves down and lose custom due to over inflated prices which are not simply not cost effective for a small to medium sized business. S3 CRM is different as we recognise that in business every penny counts, so we have come up with a one size fits all price, regardless of the size of your business or number of employees.

If you are looking to sign up for an account with S3 CRM you only have to pay £4.99 / \$10.00 per month per business to benefit from all the features and tools of this totally integrated and efficient software application.

So why not visit [www.s3crm.com](http://www.s3crm.com) today and sign up for an account with S3 CRM and see how within a matter of weeks you could be benefitting from increased accessibility, flexibility and efficiency all for one single, low cost price.

