

# CLOUDmyBIZ

## CRMS FOR DUMMIES



### What is a CRM?

CRM stands for Customer Relationship Management. Usually, CRM refers to a digital platform that collects data and directs steps related to contact management, sales funnels, salesperson tracking, and other aspects of the sales process. Modern CRMs, such as Salesforce, are often SaaS (software as a service) platforms based in the cloud, meaning they can be accessed anywhere for ultimate flexibility.

### Why Does Your Business Need One?

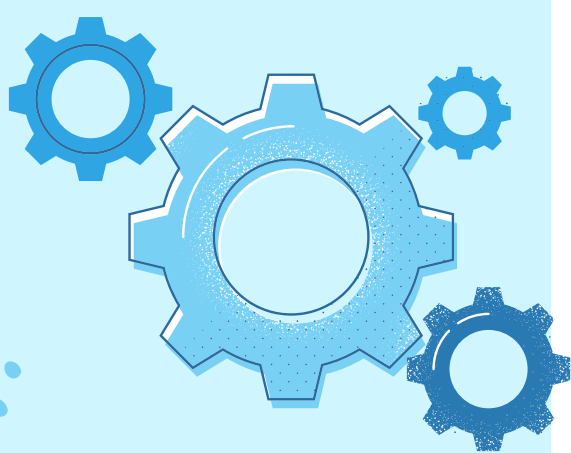
Customers are the lifeblood of any business. Successful businesses have always been diligent about reaching and nurturing customers. However, as technology has evolved, so has the need for more powerful customer management systems. Now businesses and customers live in a complex ecosystem of email, websites, and social media.



### What Can You Do with a CRM?

At its most basic, a CRM is a database that lets you store and access information about customers and prospects in one central location.

Modern CRMs like Salesforce help you systematize your sales process and then use that system to better identify sales opportunities, track customers' place in the sales funnel, manage marketing campaigns, monitor social media, track service issues, and even facilitate eCommerce sales.



### How Can Salesforce CRM Help Your Business?

Salesforce CRM solutions can help take your business to the next level. With the help of Salesforce CRM, companies can streamline their sales processes for more efficiency and effectiveness. It can improve the way companies reach new customers, manage customer relationships proactively, improve sales professionals' productivity, enhance customer service, and maintain more long-term customer relationships.

