

Chaotic Office Times

Organised Chaos Newsletter

"Creating SPACE -
Restoring ORDER"

Spring 2014

What's a CRM System?
Do I need one?



Dear Friends of Organised Chaos

Welcome to the spring edition of the 'Chaotic Office Times'.

First of all, for those of you wondering, '**what is a CRM system?**', let me put you out of your misery. These letters stand for 'Customer Relationship Management'. This name is just a fancy way of describing a computer system that helps you track the interactions between you and your customers (and prospects) all in one place.

As for '**do I need one?**', imagine how it would feel to know exactly what a client had on their last order, or when a prospect might be renewing a contract. All this at your fingertips. If you're visiting a client in Evesham, wouldn't it be good to know if you had any prospects in that area? Even better if you could access it via your laptop or mobile phone whilst on the road.



Some time ago I was asked to recommend an effective and reasonably priced CRM system suited to the smaller or micro business. All the systems I looked at then were either cost prohibitive, or simply too complicated. My typical client needs to 'hit the ground running' with such a system if it is to prove useful.

There were some basic requirements. Primarily ease of use, chance to opt out with ease, minimum expense, friendly UK based technical support all coupled with some degree of flexibility.

I'm pleased to report that I have recently found a system that ticks all my boxes! I have been testing it out myself for a while, and am very impressed.

I'm quite a technophobe, so, if I find it easy to operate then I have no doubt it will be simplicity itself for the rest of you!

READ ON TO DISCOVER HOW THIS SYSTEM CAN SAVE YOU TIME!



Sticky Prospect is the system in question and has been created by a software company based in Warwickshire. This is a cloud based service.



If you sign up, I'll get a small commission from them. Rest assured, I would never recommend anything to you unless I was confident that it was the best possible option and value.

Sticky Prospect has the following user-friendly features:

- ✓ Create records for prospects and customers including all their contact details and any other relevant information.
- ✓ Record history - enables you to log every telephone call, e-mail or meeting outcome, thus building up a complete record of your relationship with the prospect.
- ✓ Set Alerts and receive Notifications - creating these e-mail reminders will ensure you never forget to follow-up in whatever way is relevant to the situation.
- ✓ More features on their way soon!
- ✓ Corporate (multi-user) or single user licence available.
- ✓ Free 30 day trial - no need to enter any card or bank details.



**Only £5 per month for single user licence -
Why not [sign up for the free trial](#) today?**

Maybe you're thinking, that sounds like a good idea - but have no idea of how to get your jumbled paper records onto such a system?

I can help - please give me a call

If you currently have this information on an unwieldy spreadsheet, then the clever people at [Sticky Prospect](#) can transfer all that data into their CRM system - you won't need to key it in again.

Just think how much time you could save and how much more business you could win if all your records were accessible and up to date.

So, next time you find your desk covered with illegible Post-It Notes and scraps of paper - consider the alternative



Well, if you've any questions on how this might work for your business, do get in touch,

*Best regards,
Judith*

t: 01327 705294

e: organised@judithmorris.co.uk

w: www.judithmorris.co.uk

[Why not follow Organised Chaos on Facebook?](#)

Please note: descriptions of products in this newsletter cannot be guaranteed as accurate, nor are they an endorsement of quality. Please check thoroughly before making any purchase. Any problems encountered as a result of purchase are not the responsibility of Organised Chaos or Judith Morris.

Should you wish to unsubscribe from this newsletter please follow this link - www.judithmorris.co.uk/newsletters.php