

CRM and Email Marketing Tools

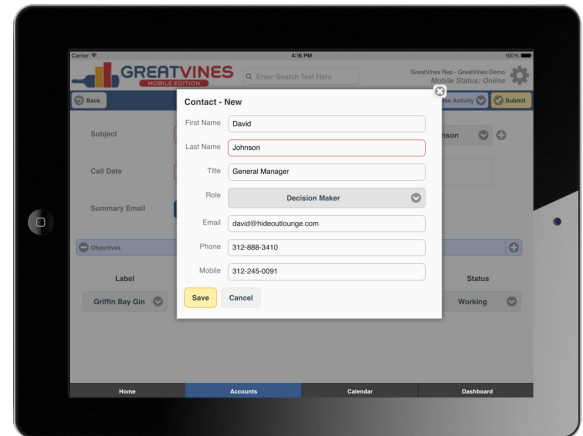


Equip your sales team with a user-friendly configurable solution that efficiently delivers professional, timely communications with little to no effort.

Effective brand building is all about developing and nurturing relationships. Don't overlook this critical aspect of successful sales management. Maximize the effects of your time spent with buyers and distributor representatives in the field while minimizing the efforts involved in producing and delivering timely communications (as well as the administrative burden this entails) with CRM and Email Marketing tools from GreatVines.

What is CRM?

Customer Relationship Management (CRM) solutions are traditionally used to manage and analyze customer interactions and data throughout the customer lifecycle, aimed at improving and retaining business relationships while driving sales growth. CRM systems are designed to compile information on customers across different channels including account visits, telesales, direct email, social media and other forms of contact. Built for our industry, GreatVines CRM tools are used to record detailed account information and interactions, purchase history, buying preferences and concerns along with key distributor interactions.



GreatVines CRM and Email Marketing Tools Deliver:

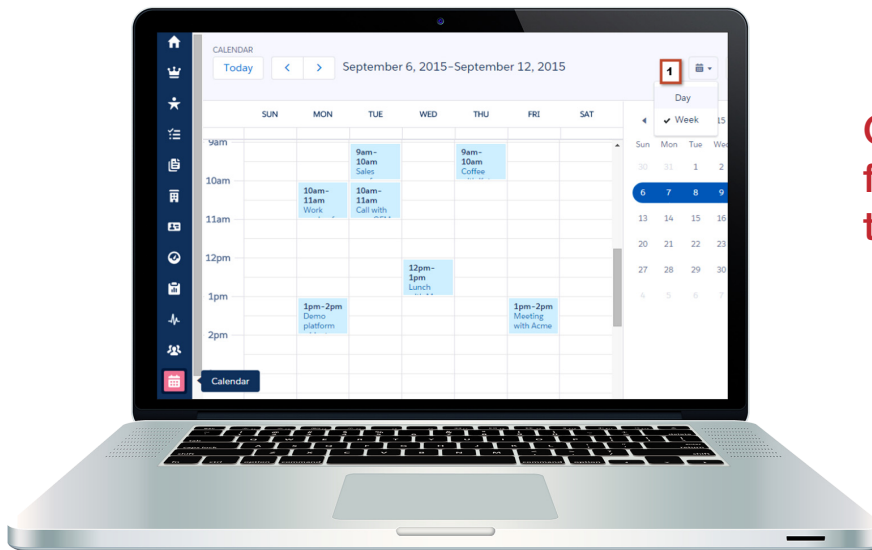
- A central repository to capture and monitor all contacts
- Easy-to-configure email design templates
- Calendar integration for timely follow through
- Summary fields for notes on every point of contact
- Task management tools for follow-up and improved close ratios
- Reporting capabilities to track opens, clicks and responses
- Ability to send and monitor email campaigns along with integration with all common email campaign management tools

**BOTTOM
LINE**

The Harvard Business Review reports that companies implementing CRM increased sales by 10% to 30% on average.

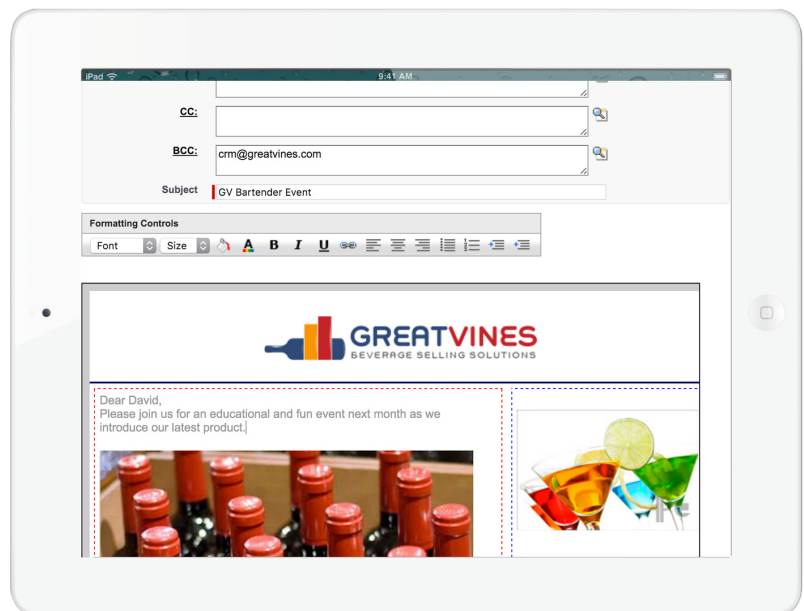
GreatVines Knowledge Base

GreatVines contains industry-specific CRM data included with each installation. Subject matter experts are available to help configure each environment to best address the needs of any organization, and to help create and replicate effective, attractive HTML or text-based email campaigns using the tool.



**Calendar integration
for timely follow
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**Easy-to-configure
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