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Customer Relationship Management

We can provide you with a fully trained and experienced Professional Sales Account Manager for a fixed monthly fee. The fee will depend on how many days you agree are needed. The only additional cost to you will be reasonable expenses for items such as travel, and any agreed bonuses for achieving certain targets.

**How much time do you spend on making sure your existing clients are happy?
It costs up to 8 times as much to find a new customer as to retain an existing one**

We can make available a highly motivated and professional sales person with a proven track record who has acquired an enormous range of business skills.

Another of this person's strengths is a professional approach to every aspect of work; handling customers with empathy and care, and ensuring they are delighted with the service provided to them.

Typical CRM Services

- **Account Management.** The role would be to Account Manage nominated clients and gain incremental business and increased client satisfaction. Any additional business would be commission based.
- **New business direct Sales.** Customer visits to identified potential clients.
- **Partner/Relationship management.** To engage with business partners, other resellers or authors to identify joint business opportunities and lead generation.
- **Marketing campaigns.** Help run focussed campaigns into specific industries. Follow up calls to database provided by the client for future events.
- **Project Management of a Launch.** Plan and project manage the launch of a new product or service. This will include owning and driving the Sales and Marketing plan in conjunction with the Commercial or Sales Director. Also, organising branding, PR and events.