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Customer Relationship Management Software:

Imagine one software application that could track the entire life cycle of your customer relationships, from the initial marketing campaign to closing a sale and eventually to ongoing customer support. That's the role of Customer Relationship Management software, or CRM. Business executives and IT managers may think that CRM only belongs in large corporations, but new products and new approaches, to software development, like open source software (OSS) are changing those notions.

A thousand dollars can buy a five seat license for a customer contact manager like ACT!, but a website hosting and development company like Lyons Digital Media, LLC in Tallahassee can install and configure a complete CRM like vTiger CRM for about the same amount of money and sometimes for even less. What makes vTiger so affordable is that it is released under a public license which makes the software legally free to use and free to distribute. The customer's only costs are installation configuration and support.

Because it is an OSS web based application, vTiger CRM can be run with an almost limitless number of users with no additional charge for extra users. It goes way beyond customer contact and includes tracking and analysis of ROI for marketing campaigns, sales leads, prospects and potential sales. It also includes a calendar and meeting functions, quotes and incident tickets. One particularly useful feature is the ability to convert closed tickets into searchable frequently asked questions.

For more information about vTiger CRM or other OSS web based business solutions, contact Lyons Digital Media, LLC at 850-942-9442.

5 Proven Steps To Selling Anything Face-To-Face By [David Mason](#)

Fuller brushes and encyclopedias are some of the "iconic" items that we all think of when the topic turns to door-to-door sales (i.e. face-to-face). And when we think of face-to-face salesmanship be it door-to-door, on a showroom floor

or in an office, whether the product is a vacuum cleaner, pharmaceuticals or a "widget", these are the iconic aspects of "the pitch":

- Capture interest - To get your "foot in the door", you need to get it out of your mouth immediately and offer the most interesting, compelling, irresistible "hook" you can imagine. Here's a hint, focus on the benefits of your service. People buy based on emotion and justify later with logic.
- Build on that interest - Once you've got someone "hooked", you have to make sure that they don't jump off and swim away. You've got to build on your foundation non-stop, or your prospect will tune out
- Present Features and Benefits - During the "show and tell" of an in-person pitch, you explain exactly how your product or service will benefit the consumer and make life better.
- Make Time A Factor - Be ready with a bonus, guarantee, or incentive that will reward the consumer for making a decision to "Buy Now". You can use a "take away" approach by letting them know that you have only a limited number of products or that your schedule can change at anytime. You should encourage the prospect to buy or book as soon as they are sure this is the right product or service for them, so that you can make sure they don't miss out on the opportunity.
- Seal the Deal - If you've sold well, the consumer may prompt you with an "Okay, I'm ready to purchase/commit." But always remember to ask for a direct response -- a sale.

Direct response success is easy to track. A response means you've succeeded; a non-response means you've failed. That sounds harsh but don't give up, it gets easier with practice. The more you work on your pitch the more ingrained it becomes. Eventually you will get to the point when you can anticipate the objections and read the prospects personality in order to adjust how you roll out your offer. We will discuss this in depth at another time.

Until next time, to your success!

David Mason is president of Mason Performance Development Inc., a Speaker, Trainer , Performance Development Coach and internationally best selling author.

This article has been an excerpt from David's best selling book, Marketing Your Small Business For Big Profits, visit <http://www.ItsTimeToGrow.com>

To schedule David to speak at your next event or for private book signings

send email to info@DavidMasonSpeaker.com or call 902-660-3070.

For more information on David's trainings and workshops visit <http://www.MasonPD.com>

Upcoming Events

The Florida Chamber of Commerce is holding a Regional Legislative Awards Briefing on July 11 in San Destin and Stuart, concurrently. Contact Sheri Green at the Florida Chamber at 850-521-1244 for further information.

If you know of any upcoming events in your area, we would love to hear about them. Send information for our consideration to info@AccessFloridaFinance.com.

We want to hear from you

We want to know what you think.

Please visit <http://www.indigokey.com/AccessFloridaFinance/> to take an informal survey of your business needs in order to assist us in serving you better. You can also “opt-in” for future communications from AFFC.



Send your comments and suggestions to info@AccessFloridaFinance.com.

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