



## *Longbow Consulting Group*

*Marketing & Management Consultants*

**Consulting Program:**  
*Business Processes*

Technology alone is not a panacea for any successful CRM program. CRM experts universally agree that business processes and best practices transcend the direct impact of technology itself. Business processes and best practices are the daily repetitive tasks that organizations carry out to achieve their goals.

With this in mind, Longbow consultants assist Office Products dealers in identifying and improving their existing business processes and best practices. Supported by GoldMine Automated Processes, Longbow helps clients convert their improved business processes into a more powerful, day-to-day task management system. Longbow has the experience to fully integrate this system for today's fast-paced businesses.



Longbow regularly provides industry-leading business process consulting in many areas. One common example of business process design involves improving and automating steps involved with client development, penetration and retention processes. A second example includes process improvement in line-of-business functions such as customer service, client interaction, and collections management.

A company's success depends not only on the viability of core business processes, but on the degree to which they are carried out consistently.

Expert Longbow consultants developed the following GoldMine Automated Process templates specifically for Office Products dealers:

- Initial prospecting
- Interested Prospect
- Not Interested Prospect
- Hunter / Farmer Process
- First Order Process
- Customer Penetration Process

We assist dealers integrate wholesaler and buying group flyers into automated and semi-automated processes. Custom flyers are also available.