



Longbow Consulting Group

Marketing & Management Consultants

Consulting Program:
Customer Service

Dealer Customer Service departments can leverage the power of CRM and SFA by using GoldMine software to track and use information gathered by sales people and do the following:

- **Sell from information in areas such as cartridges and other key products.**
- **Sell from current specials – especially with products used specifically by individual customers.**
- **Continue to build the customer relationship from stored information – as well as adding new customer information.**
- **Enhance the team concept – making customers feel secure and special.**

Customer service people have access to GoldMine's faxing and e-mailing capabilities, being able to schedule and send timely promotional materials. Customer service people are in more selling and relationship-building situations than anyone else in the company and thus are a vital part of the sales and marketing team as well as a vital part of a CRM/SFA program utilizing GoldMine software. The Longbow Consulting Group has developed customer service models build around GoldMine software.