



Longbow Consulting Group

Marketing & Management Consultants

Consulting Program:

Field Sales

The important factors for the success of a field sales program are:

- Cost effective client management
- Maximum client penetration
- Maximum client retention
- Consistent, effective new client prospecting
- Effective market planning
- Field access to client information

GoldMine software addresses these factors with the following powerful CRM features and functions:

- Scheduling and calendaring based on client or customer potential using a technology-based call-appointment-fax-e-mail-letter mix.
- Capacity to store and use large amounts of client or customer information with GoldMine's customized fields and screens. Includes information imported from back-end systems.
- Automated processes that drive an automated system for the repetitive tasks of new client or customer prospecting and current client or customer penetration.
- Extensive reporting to monitor activity and business objectives to help in the overall market planning process and maintain levels of sales person accountability.
- GoldSync synchronization software – gives sales people timely and strategic client or customer and prospect information in the field in almost real time.

OUR PROGRAM INCLUDES:

- Technology-based sales and marketing training
- Process customization and implementation
- Customized GoldMine screens
- Full software implementation and training
- Target marketing strategies
- Strategic market planning
- Industry-related reports