W-Systems

SmartStartCRM

SmartStart CRM

W-Systems has more than two decades of experience deploying CRM for hundreds of organizations around the globe. SmartStart CRM incorporates our lessons learned to deliver a focused CRM implementation based on the popular Sugar product offering from SugarCRM. By focusing on the four critical pillars of CRM functionality, most organizations will gain immediate value and results using the SmartStart.

In addition to the excellent core functionalities provided by Sugar, we add best practices, closed loop processes, time saving customizations and a management-ready set of reports, enabling you to hit the ground running. We also deliver a user adoptionfocused training program, pre-recorded training videos, and ongoing coaching, to further ensure success.

Modern CRM must have the capability to run a business process, while also being quick and easy for users to work in. SmartStart focuses on what really matters: removing the clutter of unused functionality, thereby maximizing the time your sales reps spend interacting with prospects and customers.

Getting Started

By leveraging SmartStart, we have streamlined the implementation process, starting with an interview with your sales team. This ensures that the system reflects your specific terminology and business concepts, while avoiding the high cost of implementing a customized CRM system.
Contact us for more information.

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The Four Pillars of CRM

Sales Prospecting

SmartStart helps focus the sales team to continuously identify and onboard new customers, while ensuring that sales reps and managers are aware of how well this business function is working.

With SmartStart, you will know where your new business is coming from, which reps are disciplined prospectors and how long it takes to bring on a new account. Building relationships takes time, and SmartStart is focused on helping sales reps drive the relationship process forward, without dropping the ball.

Revenue Pipeline

Understanding the sales pipeline is critical to a healthy sales organization. SmartStart provides detailed analysis of pipelines to show you how revenue is entering, moving through the sales cycle, and accounting for wins and losses. We guide account volume-driven sales organization through setting account revenue goals and incorporating sales revenue pipelines. SmartStart then delivers the pipeline reporting needed to run your sales meetings with consistent, high quality information.

Account Management

SmartStart guides you through setting the standards of how you wish to manage existing customer relationships, puts necessary actions in front of sales reps, and provides reporting on how well you are doing and where you need to improve.

Account management is about ensuring that you do not miss the opportunities or risks that inevitably arise in your relationships over time. SmartStart helps you to better organize your relationships, focusing the right amount of attention to the right types of accounts.

Prospect and Account Interactions

In order to maintain healthy relationships and sales pipelines, regular relationship communication via meetings, calls and emails is key.

SmartStart enables you to enter these interactions in Outlook, Gmail, on your mobile phone and at your desk.

We make it easy to review the interaction history of a relationship, share this history with others and measure the volume of interactions by user and team.