



## Are you in Sales? Are untapped opportunities frustrating you?

To be truly effective, modern sales teams need instant access to information. Importantly, they need an overview of existing and potential customers to personalise interactions and progress deals. Also, they need an easy way to measure the health of their sales pipeline.

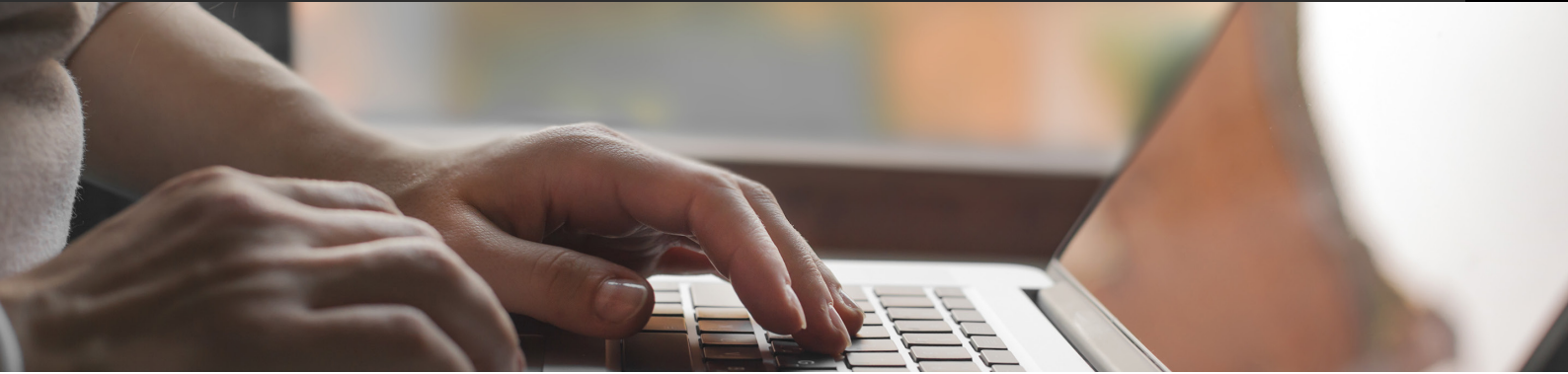
Yet for many salespeople, gaining these insights is tricky. Having information stored in various systems, like your accounting system and email marketing tool, makes gaining the most basic insights a challenge. As a result, your team won't know how best to open up opportunities and their win rate will suffer.

### Do these problems sound familiar?

1. It's impossible to accurately forecast sales for the next three months. You've committed to 10% growth over the quarter, but can't track your progress towards this goal.
2. Measuring how much your sales team are bringing in isn't easy. You're desperate for an easier way to visualise their sales pipeline, including the likelihood of deals closing.
3. You feel there's untapped opportunities within your existing customer base. You want to encourage your team to capitalise on this, but without data to back you up, your board of directors will disregard the idea.
4. Your managing director has requested a last-minute change to the way you report. This means another late night at the office pulling information from disparate systems.
5. The marketing department are claiming your team ignore service level agreements, such as lead follow-up times. You want to dispute this, but there's no easy way to show the speed at which leads are responded to.

#### Our Clients

**SIEMENS****McCANN**



## Hit ambitious targets free of inefficient processes

Are you tired of information siloes that force you to base decisions on guesswork? With customer relationship management (CRM) software, all your information is available in one place. Thus, you won't have to waste time collecting data before compiling reports and forecasts.

aCloud CRM is an intuitive tool that makes it easy for sales managers to monitor performance. See at a glance if your team's on track to meet target and how products are performing. This insight will empower you to create an informed strategy that covers potential shortfalls while capitalising on new opportunities.

As a web-based tool, your sales team can use aCloud CRM from wherever they are. So no matter if they're visiting a client or working from home, they have access to the insights they need.

## Key features

- Intuitive reporting dashboards to track progress towards your sales KPIs
- A full view of your sales funnel ends the disconnect between Sales and Marketing
- A dedicated mobile app for on-the-go access, even without an internet connection
- Smooth integration with your accounting system accelerates quote-to-cash

## About aCloud CRM

The Access Group brings you aCloud CRM in partnership with leading CRM manufacturer, SugarCRM. Winners of the Network Computing CRM Product of the Year 2016 award, SugarCRM is regarded as a leader in CRM innovation.

By combining SugarCRM technology with Access Group's in-depth industry knowledge, we deliver efficient implementations that meet all your requirements. Proud recipients of 'The Sunday Times Best Companies to Work For 2016' award, our team of over 1000 employees provide an outstanding service with a personal touch.

Classification: Public



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