ASYMA SYSTEMS LTD
Advisor
April 2010

Meet Keyur Shah

Keyur immigrated to Edmonton in early January 2009 from the beautiful city of Ahmedabad, Gujarat in India to be close to his numerous relatives and for better opportunities; which he feels Edmonton can offer. Keyur previously worked for The Brick as a valuable and respected sales consultant dealing with electronics and furniture with top warranty sales.

When Asyma Systems Ltd. posted a sales position online for their Edmonton office Keyur was quick to apply. He started with Asyma in January of this year and feels that he is up to the challenge of being a sales consultant. He plans to enjoy a long relationship with Asyma Systems as a strong contributor to the team. Keyur respects a number of aspects at Asyma from the high values and excellent management to the unlimited growth opportunities.

Continued Below...

What's new on the Asyma Systems Ltd Website?

We are pleased to offer you Advanced Applications Tips and Tricks Videos. You will find online training tutorials for Sage Accpac ERP that offer tips and tricks for features and functions in your Bank Services, General Ledger, Accounts Receivable, Accounts Payable, Inventory Control, Order Entry and Purchase Order modules. You can also find online training tutorials for Sage CRM that offer tips and tricks that will help you get more value from your system. New videos will be added every month, so be sure to check back often.

"The feedback from our clients about the tips and tricks videos for Sage Accpac ERP and SageCRM has been phenomenal. The quality of the video is excellent and the content is relevant to our clients. We posted them on our website so that our clients have access to them at their convenience. Some long-term users are discovering never used features and are appreciative that we are providing this information at no additions cost to them"

Manny Buigas, Axis Integrated Solutions

CLICK HERE TO VIEW VIDEOS

FREE

Customer Relationship Management (CRM) Webinar

Customer **R**elationship **M**anagement training focuses on how to obtain customers and increase loyalty across all channels. Don't miss this opportunity to see how new information technology tools can help you to make timely and more effective decisions.

We will illustrate our discussion with Sage CRM and discuss the issues pertaining to CRM

Who Should Attend?

- Business owner, manager, controllers, who want to ensure their sales staff have all of the tools required to compete in today's market.
- Businesses that need new Customer Relationship systems.
- Businesses that need help with Customer Acquisition, Development, and Retention.

How Will You Benefit?

- Learn how new customer Relationship tools can give you the edge.
- Learn about how a proactive workflow relations to customer service.
- Learn about new tools that are available for Customer Relationship Management.

FREE WEBINAR

Wednesday

April 28th, 2010

9:00-10:30 a.m.

Location:

From the comfort of your desk via Webinar

Register Now

Contact Rob Greeno at rgreeno@asyma.com

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Read Our CRM Guide

Click on one of the topics below to find out more…

- **Advanced Applications - Tips and Tricks Videos**
- **Software Selection**
- **Success Stories**
- **Calendar**

Visit our website for more Information
www.asyma.com

Meet Keyur Continued…

Keyur and his beautiful wife Mittal, have settled nicely in Edmonton; regardless of the cold winters. He especially enjoys the summer months as; “the city turns lively and finds that people are happier and like to have a good time” during those warm summer days. Besides taking long romantic walks with his wife, Keyur enjoys yoga in the cold winters, playing a game of tennis, cricket and badminton, and yes ladies he also loves to go shopping!

MEET OUR TEAM

Customer Relationship Management (CRM) Capabilities: It’s More Than a Contact Management System

Customer **R**elationship **M**anagement (CRM) systems can provide much more than basic contact management capabilities, but many companies lack the knowledge they need to get the most out of their solution. Using the tools within your CRM program can help you more thoroughly understand your business from a sales, marketing and even operational perspective. Below are just some of the ways you can get the most out of your CRM solution.

Account Types

When used properly, your CRM system can assist you in identifying the distinctive demographics of those you do business with. You can gain this type of detail by simply assigning a ‘type’ to each account entered into the system. Some examples of types could be: Wholesale customer; Retail customer, Web Customer, or Donor, Member, Associate, and so on. Also, you can add types such as prospect; partner; vendor; competitor and more. You can make them as specific as you’d like in order to best track different groups. If this is done consistently you will be able to easily sort your database. Then you can run campaigns directly targeted to those demographics; invite all prospects in certain industry to a seminar, or offer a special to clients who have not done business with you in over a year.

Track Lost Sales

Tracking what’s not working is just as important as tracking what is. If you don’t know why people decide not to do business with you, you won’t know how you can improve. As one CEO put it, “The rate at which you are improving your service and offerings is equal to the rate at which you are rising above your competition.” To use your CRM solution to help you track lost sales you can add a list of reasons to the account form, and make selecting one mandatory before your staff can move on to the next screen. This will help you research whether it’s your prices, offerings, or competitors that are causing lost sales.

Track Lead Sources

From knowing where to target your marketing, to identifying your most effective campaigns - successfully tracking your lead sources will help you get the most out of your marketing budget and ensure a full pipeline. Tracking your lead sources within your contact account form will give you the accurate data you need for future decision making.

Sales Management

Do you know how many sales opportunities are currently in your pipeline? Or, how many expect to make a purchase in the next 30, 60 or 90 days? Having access to this information can help you greatly when it comes to budget and profit forecasting. To do this, simply implement stages for your sales opportunities within your CRM program.

Collections

CRM centralizes all your important financial and customer data – making it easy for your financial team to get information, track calls, automatically follow up and bring in more cash faster.

These are just a few of the ways in which you can enhance your business through your CRM program. Since your CRM is in essence a central repository of information you can literally use it across the board from improving your marketing to personnel management.

ASYMA SYSTEMS LTD

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