

- SAP® CRM
- Campaign Management
- Lead Management
- Opportunity Management
- Field Sales
- Field Service
- Interaction Center
- Customer Analytics
- e-Commerce



customers

customers

Customer Relationship Management



### The Bionic Business

Building Better, Faster, Stronger, and More Profitable Businesses.

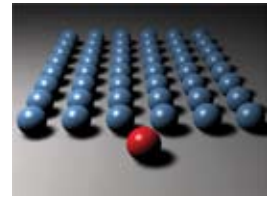


### mySAP® CRM Done Right

Statistics show that most companies take 3 shots at deploying CRM wasting millions of dollars and months of productivity.



Get it right the *first* time with EntryPoint Consulting.



# Customer Relationship Management

**Better Forecast Accuracy**

**Increased Sales**

**Reduced Trade Promotion Spend**

**Improved Customer Retention**

**Higher “Wallet Share”**

**Better Cross-Sell-Ratio**

**Improved Win-Rates**

**Larger Deal Sizes**

**Reduced Sales Cycle**

**Higher Customer Satisfaction**

## Customer Analytics

Can you accurately predict what your customers will do in the future?

Use SAP® CRM Marketing Analytics to monitor your customer’s behavior to ensure they don’t leave your company, and do it BEFORE they get into the arms of your competitor.

Using SAP® CRM and Business Intelligence, we give you the ability to better manage your most valued asset – your customers.

## Sales Force Automation (SAP® CRM Sales)

Increase your top-line by providing your field sales reps with the ability to better serve your customers and effectively up-sell and cross-sell. Increase their face time with customers by providing the technology to be more productive. Go beyond simple sales force automation and give them the power they need to compete and close more sales. Let us help you become a “Level 4”\* sales organization.

## Customer Service/Interaction Center

Do your customers rave about your service? If not, chances are good you won’t keep them for long. As products and services become commoditized, most companies increasingly compete on service. Leveraging the Net Promoter Score methodology and SAP® CRM, we can help you become the company of choice in your marketplace.

Grow your top-line and your customer base by contacting **Senior Partner Pete Martin** at [pmartin@entrypointconsulting.com](mailto:pmartin@entrypointconsulting.com) or 216.674.9068 to discuss how EntryPoint can measurably improve your business.

Visit our web site [www.entrypointconsulting.com/Customer\\_Relationship\\_Management.asp](http://www.entrypointconsulting.com/Customer_Relationship_Management.asp) for more information.

\*CSO Insights® The Impact of CRM and Sales Processes. 2006.

