

CRM SmartMap Mobile:

Drive Field Sales Productivity

CRM SmartMap Mobile is specially designed to help improve the productivity of account reps while out in the field. Instead of sitting in a coffee shop between appointments, reps can see and reach out to customers and new leads in the area thanks to seamless integration with Microsoft Dynamics CRM. This powerful mobile app makes it easy for account reps to stay in front of key accounts, follow up on leads, and optimize their time on the road.

Powered by Bing Maps, this powerful mobile app delivers immediate results in the field and enables the success of your mobile sales and service strategies. Organizations can expect to realize an increase in sales and revenue, reduced travel and productivity costs, faster lead follow-up and responsiveness, and stronger key customer relationships.

MAXIMIZE FIELD TIME

It's all about closing business, which necessitates meeting with more prospects and spending quality time with key customers. Imagine the impact on sales growth if each rep made one more call per day and one more appointment each week. By helping reps navigate territories and pursue the most lucrative opportunities, CRM SmartMap Mobile is vital for exceeding sales quotas and optimizing efficiency in the field.

By integrating select CRM data into the industry-standard tools in Bing Maps, field reps can create visual representations of all accounts within a designated radius. For added efficiency, maps are based on user-defined criteria such as open or closed opportunities, sales volume, company size, industry, and other demographics stored in CRM.

This powerful combination of mobile and desktop technologies quickly connects reps in the field with key customers and the right prospects, at the right time, right around the corner. And after identifying high-value opportunities, reps will arrive promptly thanks to clear driving instructions. Meeting results can be entered as CRM notes and shared immediately within the organization.



CRM SmartMap

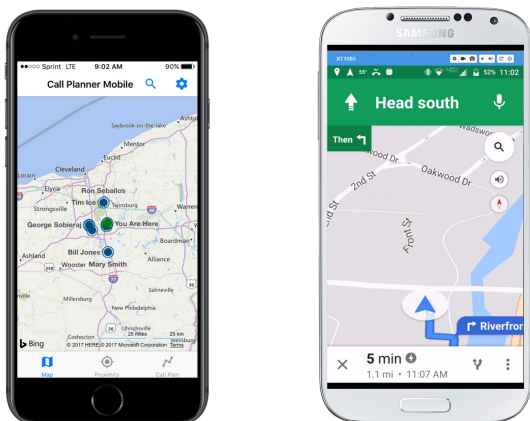
YOUR BEST TRAVEL COMPANION

CRM Mobile Mapping is an integrated mapping tool that will:

- Help reps close more sales
- Optimize productivity and time spent on the road
- Improve travel time decision making
- Enhance customer retention
- Promote best lead follow-up practices
- Increase sales territory penetration
- Boost user adoption of CRM

MOBILE ACCESS TO CRM DATA

Unlike a full-scale mobile CRM application, CRM SmartMap Mobile filters and delivers only the information your account managers and sales teams need to get the job done, eliminating the need to search through your entire CRM database. Reps can quickly access pertinent CRM data on phones, tablets and other mobile devices, to find opportunities, set appointments, follow up on leads, close sales, and track activities and updates.



Use your mobile device to:

- Leverage face time with more appointments around current location
- Click on map points for more detailed contact information
- Get turn-by-turn driving instructions from your device

STRENGTHEN YOUR MOBILE STRATEGY

Many companies still struggle to implement a mobile strategy that meets the needs and expectations of their sales team. Besides identifying which activities should be executed in a mobile environment, managers must also standardize the delivery of those tasks and processes on a consistent platform that integrates seamlessly with their IT infrastructure.

Should you offer mobile sales functionality on smartphones, tablets or both? Apple, Android or Windows? Whatever your investment in mobile technology, CRM SmartMap Mobile will accommodate “all of the above,” eliminating the complexity of divergent devices and delivering more value on your investment.

Deploying CRM and other technology solutions for sales, service and support typically necessitates reviewing and refining your current business processes. CRM SmartMap Mobile helps organizations implement best practices for managing leads and opportunities, in the office and in the field. It also calls for clarity on identifying your ideal customer to align field operations with mobile strategies and organizational goals.

LET'S GET STARTED

Contact InfoGrow to learn how CRM SmartMap makes it easy for sales and marketing teams to visualize, interpret, and share business intelligence across your organization. We'll show you how our exciting mapping technology can encourage user adoption while boosting insights, profits, and productivity.

ACCELERATING PROFITABILITY THROUGH EXCEPTIONAL CUSTOMER ENGAGEMENT

InfoGrow has over 25 years of experience delivering mapping and technology solutions that help companies boost their sales, service, and marketing effectiveness through better decision making.

We help our clients identify their best prospects, discover missed opportunities, focus on their most profitable accounts, and reduce marketing waste. Count on InfoGrow to support your efforts to find more customers and keep the ones you want.

Contact us today to learn how CRM SmartMap and our CRM, marketing automation, and membership and event management solutions can improve productivity, streamline processes, and close more deals.

InfoGrow

Info@InfoGrowCorp.com

330-929-1353 ext.224

2140 Front Street
Cuyahoga Falls, OH 44221
www.InfoGrowCorp.com