



CRM SmartMap Desktop:

Maximize Opportunities and Sales Territory Returns

CRM SmartMap is a productivity tool integrated with Microsoft Dynamics CRM that helps account reps close more sales faster, and improve customer and lead follow-up. By planning calls before they hit the road, this dynamic visualization tool helps reps optimize their travel time and focus on your key accounts and best prospects.

MAKE MORE CALLS, MAKE MORE SALES

Detailed, advance planning results in more successful sales trips. From a desktop in the office or a laptop or tablet in a hotel room, CRM SmartMap helps users set appointments, follow up on leads, build daily call and travel plans, and share activities and status updates with the entire organization.

Customer and prospect data is incorporated into easy-to-use street and satellite maps with scalable icons to identify your most critical customers. Dynamic roll-over capabilities help prioritize prospecting activities more efficiently, putting all needed information on a single map. Reps can clearly relate CRM accounts and contacts with the real world around them, and maximize the use of their time.

INTEGRATED EFFICIENCY

To identify precise sales opportunities within a territory, sales reps need to zero in on specific information from your CRM database. Because CRM SmartMap integrates with Dynamics CRM, it quickly isolates and analyzes the desired data and creates a visual interpretation using Bing Maps' industry-standard mapping tools.

In addition to choosing from standard sales-related fields, CRM SmartMap empowers reps to include any data that can help assess the potential value of a sales call. Location, sales volume, company size, industry, past sales and date ranges are among the many options to create a highly focused map within a given radius or sales territory.



YOUR BEST TRAVEL COMPANION

CRM SmartMap is a game-changing tool that helps reps:

- Develop more strategic and efficient travel itineraries
- Close more sales faster
- Boost individual productivity
- Focus on the most important and profitable accounts
- Strengthen customer retention
- Increase penetration of sales territories
- Promote user adoption of CRM

DYNAMIC PRODUCTIVITY TOOLS

CRM SmartMap offers innovative ways to create visual maps that will help your account managers and sales teams achieve quotas and ensure customer satisfaction.

■ Find and Save Functionality

Display and save query results in map form based on your radius or location. Sales reps can quickly find customers who have purchased a particular product, for example, or isolate open opportunities within a given radius.

■ Flexible Search Engine

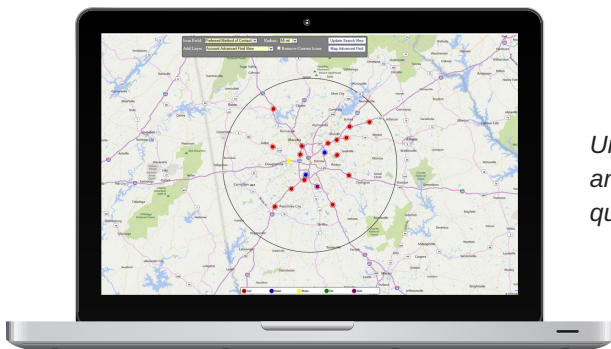
User search capabilities and map points to gather information from your CRM database for any entity including contact and address data. You can also customize searches by entering a specific address.

■ Simplified Activity Creation

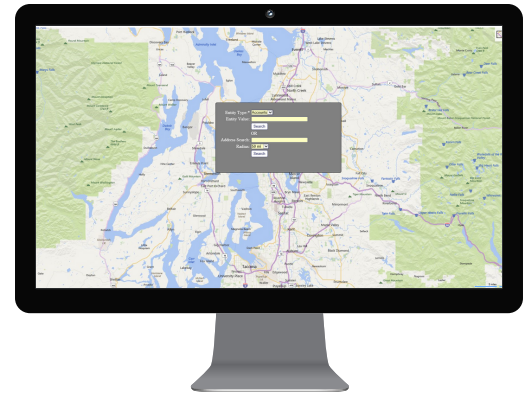
No need to navigate between CRM account and contact screens and CRM SmartMap. Just create follow-up activities from within the roll-over field in your search results.

■ Customized Roll-Over Information

Assess opportunities quickly by rolling your mouse over any map point to display essential user-defined CRM information, including look-up fields.



Uncover sales territory trends and behaviors by layering saved query results.



Focus on the most pertinent information with our advanced search engine.

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.

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TAKE THE NEXT STEP

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.

*CRM SmartMap Mobile is one module in the CRM SmartMap Solution. Not sold separately.