



77 Great Road, Suite 214  
Acton, MA 01720

## Contact Management Using Software You Already Own To Improve Your Sales



### Paul Hutchinson

helps small businesses choose and customize technical solutions for their business issues. Mr. Hutchinson has over 25 years of corporate and private experience in the software and technology industries, as a manager, software trainer, and senior analyst in Fortune 500 companies.

Current clients include CFO, CEO and senior management team members in private and public firms in New England.

His primary focus is technical and sales-related training, software training and private executive coaching on technology.

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**You have a pile of 20 business cards sitting on your desk** - what do you do with them? You have a list of potential customers - which ones do you contact first and why? These are issues that every small business faces. And how you handle this customer information can be the crucial difference between success or failure.

The world is awash in technical solutions to customer relationship and contact management. How do you choose between them? This seminar will cut through the hype and give you the basic principles and tools you need to evaluate and effectively utilize commonly available software to solve your customer relations issues.

### Participants will learn how to:

- Create an effective sales process
- Use common features of Outlook and other readily available software tools to search, sort, and prioritize contact activities
- Understand key concepts of contact management (CM) and customer relationship management (CRM) as the concepts apply to sales processes
- Review valuable data/source information in sales processes

### Where & When

#### 2 Dates Available

#### Thursday Feb 26, 2009

From 6:30 to 8:30 PM

#### Friday Feb 27, 2009

From 7:30–9:30 AM

Members \$10

Non-Members \$20

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Visit [this link](#) for online registration or call the office to register by phone: 978-263-0010.

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