

CRM Software Solutions For Startups SMBs & SMEs



Differentiate Increase Revenue Reduce Costs Future Proof Create Business Value

WHY CUSTOMER REALTIONSHIP MANAGEMENT...

Businesses who succeed in The New Economy today, are those who can establish long term value-adding relationships with their target market, beyond just the initial point of contact.

The challenge though, is how do you do this, without appearing robotic, or consuming valuable time and resources?

The answer of course is technology and it's also why at The Startup Business, we have formally created a partnership with **Freshworks**, because we consider their Customer Relationship Management software solutions are best-in-class for Startups, SMBs & SMEs, and with the combination of our experience, can help you implement a CRM strategy in a way to help you grow and scale your business, that is highly scalable, integrated and cost effective.



WHAT YOU GET...

We will work with you to design and implement your Customer Relationship Management strategy, mapping out your technology architecture, identifying the best fit Freshworks software technologies to support your strategy, integrate the software into your business, migrate any existing data you may have across to the new platforms, and then if required, support you through the ongoing management of your CRM needs.

This is our 6 Step methodology, to help you get up and running with a highly optimised CRM solution for your business, in minimum time – helping you save compared to doing it on your own because we are helping clients just like you all the time!

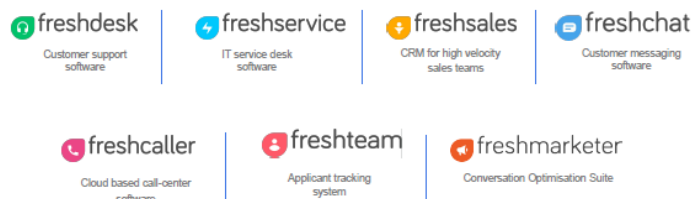


THE FRESHWORKS PLATFORMS WE WORK WITH...

Freshworks is a one stop solution for all your digital transformation needs, that is affordable, easy to use and cloud based.

While each client is different, at The Startup Business we find our initial focus is on three solutions: **Freshchat**, **Freshsales** and **Freshdesk** in that order.

These three software applications, when integrated together, will provide you with the level of visibility to create long term value-adding relationships from prospect through to customer.



HOW TO GET STARTED...

In our first Business Consultation, we will show you how to get started the easy way - all we require from you are some basic inputs including... your current CRM technology **Asset Inventory** such as a **Customer Database** (including segmentation rules), **Websites, Social Media** and unique **Admin Log-in Access** to existing platforms if you already have them. If you do not have any of these, don't worry, we will help you!

YOUR INVESTMENT...

Your first step is having a demonstration to experience how a fully integrated Freshworks CRM solution will help you. Then, once we discuss your needs and agree on the high-level approach or roadmap, we will then provide you with a detailed proposal of your investment, including a breakdown for each of the six steps, and your required inputs to make this happen.

WHAT OUR CLIENTS SAY...



"The Startup Business has supported us and our customers and with rich insights and strategies and under Dr Ross McKenzie's leadership we were able to grow our business"

Nitesh Naveen | Co-Founder | Brand by Markpro | www.1point21gws.com

ABOUT THE STARTUP BUSINESS...

The Startup Business is the premier business community for The New Economy. It's a place where you can learn how to build a business, connect with experts and get the strategies & tools to set up, scale and sustain your business.

We provide four ways to help you grow and scale your business: **Business & Technology Education, Entrepreneur Mentoring & Coaching, Startup & Business Advisory, and our Automation & Outsourcing services...**

Social Media	Hosted Webinars	Sales Campaigns	Admin & Support
Content Creation	Lead Generation	CRM Solutions	24x7 Call Centre
Email Automation	Sales Funnels	Websites & SEO	AI & Robot Processing

LIMITED TIME OFFER – COMPLIMENTARY PLANNING CONSULTATION

Meet with our experts to discuss your goals and create your personal implementation plan...

results@thestartupbusiness.com

The Startup Business

We Help You Grow & Scale, So That You Can Achieve Your Big Goals & Make A Difference

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