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SugarCRM For Dummies

By Karen S. Fredricks

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, SugarCRM For Dummies, Karen S. Fredricks, SugarCRM is an innovative customer relationship management software solution that enhances your company's marketing effectiveness, drives sales performance, improves customer satisfaction, and provides executive insight into business performance. SugarCRM For Dummies will show you to take advantage of this free, open source CRM application to boost your sales and please your customers. This guide helps you choose the flavor of Sugar you need, acquire and deploy it, set up accounts and contacts, and organize your day. You'll first learn how to install SugarCRM, customize user preferences, create databases, and import contacts from other software. Next, you'll discover how to extend SugarCRM's capabilities to meet needs unique to your business. You'll also find out how to:
 * Schedule appointments, link them to records and notes, and organize your sales opportunities
 * Build campaigns, track their success, and grow your contact list with Web-to-lead forms
 * Manage customer issues and forums to exterminate software bugs
 * Send e-newsletters and automate customer e-mail communication with templates
 * Take advantage of a complete recipe book for SugarCRM administrators
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