



How do you separate your organization from the rest of the field?

There was a time in the life of your organization when customer relationships were close, personal and unique. With growth and business complexity, staying aware of your customers and relating to them becomes more difficult. In many cases it is not only the growth in the number of customers, but also the growth in the number of people in your organization that makes customer coordination much more difficult.

Today there are powerful tools to help effectively manage relationships with prospects and customers. Typically moving forward with such a tool represents a commitment to customers and servicing them in a manner that will lead to shared success. To help you understand how Customer Relationship Management (CRM) tools can strengthen your business we invite you to our September complimentary monthly educational Client Webinar.

During this Webinar you will learn:

- **What CRM is** and what it is not.
- How you can use CRM to help **manage tasks, meetings and sales forecasts** with your customers and prospects.
- The minimum expectations for how a CRM should **integrate with your accounting software** (customers, sales, orders) and also with Outlook.
- How CRM is more than a product; **it is a philosophy.**

Business Technology Solutions provides monthly client educational web based seminars (Webinars) as a free service to our clients to keep you informed on how to be more successful and how to take advantage of specific technology and changes in the business environment. We welcome your participation and input.

Business Technology Solutions has been named as a Technology Pacesetter for the fifth year in a row by Accountants Media Group the publishers of Accounting Technology, Accounting Today, Practical Accountant and WebCPA.



CLIENT WEB SEMINAR REGISTRATION FORM

Two Ways To Register:

Go to <http://www.btsolutions.net/CurrentCustomers/AdditionalInfo.html> and the *Web Seminar Series Registration* link

-- OR --

Complete the information below, select the event you wish to attend (all times are Eastern) and fax to (919) 781-8580.

Name*: _____ Title: _____

Company: _____ Phone Number*: _____

E-mail Address*: _____

* Required in the event there is a need to reschedule.

Customer Relationship Management (CRM)

Wednesday September 12 at 11:00 AM – Noon

Wednesday September 26 at 11:00 AM – Noon

WATCH FOR UPCOMING WEB SEMINAR EVENTS

More Sage MAS 90 and 200 ERP Tips and Tricks

More Sage Abra HRMS Tips and Tricks

Time Tracking – Should I Automate?

How Human Resource Management Systems Can Increase Efficiency and Compliance

Inventory Management

Getting to Your Data (Business Insights Reporter/Explorer, Crystal & FRx)

Shortly after we receive your registration we will e-mail information about accessing the Web Seminars you selected. In addition feel free to copy and pass this information to others.

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