As seen in…

Sell More: Manage Your Contacts
Contact Management Software Helps Increase Efficiency
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Hmm, 3,000 Post-it Notes or a streamlined contact management system? Don't allow your selling function to become a casualty of clutter or a busy schedule. Contact management software helps businesses and individuals manage sales by offering tools to help you efficiently reach out to and stay in touch with your contacts.

Centralizing Contacts
Contact management software allows you to create a database of your current and potential clients as well as referral sources. Benefits of this centralization include:

- All of your contacts are immediately available for outreach;
- Identification and prioritization of your best-selling opportunities can remind you of valuable targets you may have forgotten; and
- Helping team members identify shared contacts, thereby eliminating the risk of several people independently selling to the same contact.

Document Contact Details
Contact management software allows you to collect and record detailed information about your prospects. Types of details you may want to record include:

- Source--This allows you to track effectiveness of your various types of leads.
- Industry Affiliations--This helps you analyze potential concentrated sources of prospects.
- Mutual Contacts--This field reminds you of ways to build the network around your contact.
- Hobbies--This reminds you of ways to socialize together.

As your contact list grows, documenting these details becomes especially important.

Pick and Choose
Using contact management software to sort your list of contacts by variable fields allows you to reach out to a particular geographic area or industry group. This is a valuable management tool for planning sales trips or customizing lists for mailing newsletters, updates and invitations.

Plan Tasks
Contact management software helps you to document and become clear about each

successive step in the selling process by providing a place to write down your planned selling tasks. This simple step produces profound results. When professionals take a few moments to document their next sales step, the likelihood of implementing it dramatically increases.

Automatic Reminders
After you create your plan, the software will help you create a timeline for your outreach. It also will remind you about deadlines with pop-up screens or alarms. Automated reminders make a big difference in keeping the selling process on schedule.

Rapid Response
Contact management software provides a variety of options for communicating with clients such as word processing, faxing and e-mail. Of the three, the most revolutionary contribution to selling is e-mail.

Because of its efficiency and convenience, many prospects prefer e-mail. In addition to producing greater response, e-mail communication is cost effective. E-newsletters are virtually free and can easily push prospective clients to your Web site to learn more about your services.

Maintain a History
A significant advantage of contact management software is the ability to record a history of all interactions between you and your contacts. This helps you maintain control over the selling process and allows anyone on your staff to pick up the sales effort at any time and easily learn about past interactions. Also, a clear history helps maintain perspective and clarity during long sales cycles.

Eliminate Errors
Because of its ability to interface with other software, contact management software allows you to input names and addresses once per contact, reducing the potential for input errors and minimizing duplication of effort.

What's Right For You?
As with any software, you will have to research features, requirements and costs.

Many vendors provide contact management software. CRM-forum.com, an online resource forum for customer relationship management professionals, www.crm-forum.com, offers an exhaustive list of resources in its Yellow Pages. Also, Data Instincts offers a resource listing of various contact management and customer relationship management software providers at www.datainstincts.com/topics/contact_managers.htm.

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