

SUPERFAST BUSINESS

Harnessing technology to grow your business



Understanding CRM - Make more of your customers - free event!



As your business grows the task of managing all of the different interactions you have with customers and prospects becomes more difficult.

This can cause problems with the retention of clients and managing your sales pipeline. CRM (Customer Relationship Management) technology can provide a solution to these problems.

This event will provide the owners and managers of growing businesses considering CRM with an understanding of the functions and benefits it offers together with practical support on starting and implementing a successful CRM project.

The topics covered at this event include:

- What is a CRM system?
- Understand the benefits of CRM and the business issues it can help resolve
- Key functions of CRM and how it supports sales, marketing and service processes
- Identify the main systems in the market place
- Top tips to implement a new CRM system within your business

Our presentation, delivered by award winning IT company, Cosmic, will demystify the jargon of the digital world. We will give you practical examples of the ways new technology is delivering better, smarter business.

Please note that this event is funded by the European Regional Development Fund and there is eligibility criteria for attending, please visit our [website](#) for more information. This project is running until the end of 2014, you may only attend one Superfast Business event.

Venue, date and time

Tuesday 1 April 2014

BAWA, 589 Southmead Road, Filton, BS34 7RG

Tea, coffee and breakfast rolls will be available on arrival

- Registration: 08:30
- Event: 09:00 – 11:00

There is no charge for this event but booking is essential as places are limited – please see the booking form on the next page for details...

This event is aimed at small and medium sized businesses; business owners, decision makers, IT managers and marketing professionals.

FUNDED BY



SUPERFAST BUSINESS

Understanding CRM – Make more of your customers - Booking Form

How much does it cost?

This event is FREE of charge, but limited to two attendees per organisation, so booking is essential. Eligibility criteria apply – please see below.

How to book your place

Book online:

[Click here](#)

E-mail details on this form to: info@superfastbusiness.co.uk

Fax this completed form to: 01752 770184

Post this completed form to:
Superfast Business Events
Peninsula Enterprise
11 Research Way
Tamar Science Park
Derriford, Plymouth PL6 8BT

Telephone 0845 603 8593

Eligibility: due to European funding rules the following business sectors are ineligible:

- Agriculture and Fisheries
- Estate Agents
- Manufacture of synthetic fibres
- Professional/Financial Services e.g. banking, lawyers, solicitors and insurance companies
- Recruitment
- Retail
- Services provided by the State e.g. healthcare, education
- Shipbuilding
- Transport and Distribution
- Wholesale

Date: Tuesday 1 April 2014

Venue: BAWA, 589 Southmead Road, Filton, BS34 7RG

Title

First name

Surname

Position

Business name

.....

Business address

.....

Postcode

Tel

E-mail

Name of second attendee (if appropriate)

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Nature of business

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No. of employees

Any dietary/accessibility requirements?

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Data Protection: Peninsula Enterprise, Business West and WSX Ltd, which deliver the Superfast Business service, records and holds customer information in a database. We will handle and process all personal data in accordance with the Data Protection Act 1998 and take all reasonable measures to ensure that your data is held and processed securely. If you do not wish to receive communication in the future from Peninsula Enterprise please tick the box: