



EXPERT INSIGHTS

Reports on CRM
& Employee Incentives



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CRM Integration With QuickBooks® Increases Revenue Growth

A key to reducing operating costs and increasing revenue potential within a small to medium sized business is through “total business automation”. Capturing information from the marketing level and automating the customer life-cycle allows a business to grow with fewer resources required to obtain profitability goals. CRM (Customer Relationship Management) software is much more than simple sales-force automation or contact management. To obtain the maximum return on a CRM software investment, the software must incorporate all aspects of a business. Automating key business processes to produce an efficient workflow within the company should be the primary goal when imple-

menting a CRM solution. The rewards for implementing such a system include capturing lost revenue, reduced operating costs, better information management and increased customer loyalty.

By integrating the front-office (lead capture, sales and marketing, and customer service) with the back-office (fulfillment and accounting), the entire customer life-cycle progresses without the need for duplicate data entry between internal departments.

Many companies rely on disconnected software systems to handle SFA (Sales Force Automation), Customer Service, Order Fulfillment and accounting. This approach

inevitably results in process bottlenecks within a company which prohibits growth, increases the chance for error and increases the overall operations cost. CRM integrated with accounting eliminates these bottlenecks and provides a structured, streamlined system where information is entered once and flows automatically through the various stages of a company.

Put simply, the most efficient companies in the world know that the key to growth and customer satisfaction require internal business processes which are connected and automated for efficiency. In summary, CRM software that leverages an existing QuickBooks® investment will improve efficiency, eliminate the bottlenecks of growth and increase the overall bottom line.

To read the full report, go to www.expert-insights.com/oasiscrm.asp



KnowTia Corporation has been providing client/server based CRM software for the SMB market that specializes in the complete customer life cycle. Early integration with Intuit QuickBooks® established KnowTia Corporation as a highly successful provider of CRM based software to the small and medium size business. KnowTia Corporation proudly released a completely browser based Oasis CRM™ product line in May, 2006. OASIS CRM has proven invaluable by boasting more than 1,000 total users of the product since it release and has assisted KnowTia in maintaining its' position as the absolute best CRM value in the marketplace. Mr. Jeffrey T. White, VP, Sales • (866)274-9130 Ext. 701 • <http://www.oasiscrm.com>

Boost Company Performance & Profitability with Employee Incentives

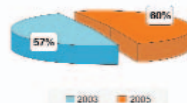
Maximizing company performance and maintaining a competitive advantage are two of the most essential goals in today's business environment. Employee performance standards are ever-increasing and managers face some incredible challenges to ensure their employees are actively engaged in contributing to the company's overall success.

Every day managers tackle the question of how to increase employee performance and productivity while keeping overall costs down. Many managers feel that offering cash incentives are quick, easy and economical fixes to achieve their goals. However, a study performed by the Incentive Federation in 2005 points out that 60% of employees see cash as a part of their compen-

sation package - an increase of 3% over 2003.

What are managers to do if over half of their employees feel that they are “owed” cash, and that it is expected? What enticing ways are there to increase performance while keeping the budget in check?

Chart 2.12E Respondents Perceiving Cash Payment is Part of Remuneration Package



A 2003 study from the Society of Incentive & Travel Executives (SITE) Foundation, found that employee performance is markedly better when in

pursuit of a non-cash incentive (such as merchandise, gift certificates and travel). Participants working toward a non-cash incentive improved performance by 38.6%, while there was only a 14.6% lift created by a cash incentive.

It's not only the reward; another key element of incentive compensation is structuring a program that keeps employees excited, motivated and productive.

So how does one get started? According to the 2005 Incentive Federation study, the most common objectives for non-sales recognition/motivation programs are: better customer service, build morale, foster teamwork, and obtain ideas or suggestions. Recognizing what motivates and inspires employees to excel combined with a well-designed incentive/compensation package, and managers are sure to see performance and profitability rise.

To read the full report, go to www.expert-insights.com/rymax.asp



This report was written by Kara Sibilia, Senior Director of Project Marketing for Rymax Marketing Services, Inc. Rymax, an industry-leading provider of merchandise incentives, understands the important role incentives play in increasing a company's bottom line. Rymax offers luxury products at factory-direct prices - meaning that clients receive the best value for their money - and also develops customized incentive programs to help businesses maximize performance. Clients count on Rymax to execute motivational programs utilizing the best branded merchandise. For more information, visit www.rymaxinc.com/businessweek or call (866) 879-2807.



EXPERT INSIGHTS

Reports on Empowering Salespeople & HR Management



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Improving Outcomes of Sales Calls on Executives

It took several weeks of effort to gain an appointment with the CFO of a F1000 company. The day finally arrives and the salesperson sits in the lobby going through all the points he wants to make about the offerings he hopes to sell to the company. If only the CFO knew what the salesperson knew about those offerings, she would buy.

As the assistant announces his name in the lobby, the salesperson anxiously springs to his feet, smiles and introduces himself. The long walk to the CFO's office is interspersed with small talk and a mental review of the points that are important to make during the call. The CFO finishes a phone call and

motions the seller into the office. A few minutes are spent on rapport and then the CFO says: "Jim, I've got a busy schedule today and we have about 20 minutes. Why did you want to see me?"

"Gaining a favorable outcome from a 20-minute call on a senior executive is a challenge for most salespeople."

Every salesperson dreams of having opportunities to make calls like the one just described. Having said that, what percentage

of your salespeople would be able to start a buying cycle after a 20-minute call with a senior executive of a large company? There are some selling behaviors that minimize the chances of success:

- Leading with product
- Relating to the executive as a subordinate
- Failing to uncover the executive's business issues
- Failing to establish the potential value of your offering

Gaining a favorable outcome from a 20-minute call on a senior executive is a challenge for most salespeople. Providing a framework allowing organizations to empower sellers to have better conversations with senior executives is key.

To read the full report, go to www.expert-insights.com/customercentric.asp



CustomerCentric Selling® helps organizations define and implement a repeatable sales process. The methodology was developed by Mike Bosworth, John Holland, Frank Visgatis and Gary Walker and first offered in 2002. McGraw-Hill released the CustomerCentric Selling® book in 2003. CCS has 50 Affiliates Worldwide licensed to provide all the services required to support implementation of sales process. www.customercentricselling.com • (800) 993-1228 x710

Redefining Compensation in Today's Workplace

For today's business leaders, hiring and retaining the best employees has become more and more challenging. Globalization, cut-throat competition, a younger and highly mobile workforce, and a marketplace in which opportunities are always open to top talent, call for a new approach to compensation.

In the traditional view, compensation is a simple salary equation, measured in dollars. The company pays money to its employees and in return receives their services. Higher pay equals a more desirable job.

This view is a carryover from the past. Fifty years ago, the marketplace changed very

slowly. Families often had a single wage earner who sought long-term employment and was loyal to the company. Companies, in turn, offered stability to their employees by providing health-care, retirement, and other benefits, in addition to a paycheck.

In today's world companies need a more expansive view of compensation. People still care about how much they're paid, and yes, the traditional salary equation still has relevance, but many elements of compensation are no longer easily quantifiable in dollars (or yen or euros).

Today, wage earners want quality of life. They need flexibility. They search out the

opportunity for alternative work schedules or telecommuting. Increasingly people recognize that resolving conflicts between their work and personal lives is essential to health, happiness, and productivity.

Employers need to know why employees join a company, why they stay, and what makes them productive. Employers must also determine how to modernize their compensation strategies in a way that benefits the bottom line. Traditionalists will always resist this expanded definition of compensation. The old equation, after all, worked well for a long time. But companies that ignore changes in the employment landscape will likely face a future of recruitment, retention and productivity issues, resulting in low growth and weak profits.

To read the full report, go to www.expert-insights.com/ceridian.asp



Ceridian offers the broadest range of solutions to manage a company's human resources and employee effectiveness needs. Ceridian's suite of solutions includes HR administration, talent acquisition & management, compliance, payroll & compensation, benefits administration, and employee effectiveness. By providing reliability and outstanding service, Ceridian enables over 80 percent of the Fortune 100 and over 60 percent of the Fortune 1000 to focus on their core business. More than 110,000 clients with 25 million employees worldwide depend on Ceridian every day to better manage their businesses and their employees. (800) 729-7655 • www.myceridian.com