

## **Email #1**

**Subject line:** What Was Doing Business Like Before CRM?

**[Body copy]**

### **Databases, spreadsheets and even ledgers...**

It's hard to believe that although CRM has now evolved, some companies are still trying to figure out how to get the most out of the old systems. And some companies are not even using CRM at all...

Many old CRM systems, which are regarded as nothing more than elaborate clunky software designed to do basic information storage, are now virtually obsolete.

### **Welcome to the next generation CRM...**

It's not surprising that CRM has moved on. Just as smartphones become more feature packed and user friendly year on year, the next generation CRM has become faster, more powerful and much more essential to successful customer relationship management.

Leading the way in both innovation and state-of-the art technology is WebCRM

### **The most cost effective CRM system available today...**

WebCRM is cloud based so there's no downloading onto computers. It's accessible by as many users as you want, from as many locations as you need, and it's probably the most highly cost effective CRM system available today. And it's much more than that. WebCRM has more features than any other CRM in its class, making it the only option for serious business owners, sales managers and CEOs anywhere in the country.

### **This is multi-dimensional CRM for multiple sales lead generation...**

WebCRM is not only fully customisable, it has been specifically designed to ensure you and your key staff are effortlessly able to manage your customer data efficiently from anywhere in the world 24/7, and on any device. It's also designed to maximise sales through customer retention and by generating further sales from existing leads. There's no other Customer Relationship Management software like it.

### **Why not take it for test drive?**

WebCRM is everything we say it is and much more, but don't take our word for it, try it and see for yourself. We invite you to try WebCRM for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/> and get started today.

You can also pick up your CRM guide too. It's right here:

<https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102

## **Email #2**

**Subject line:** Why Is Everyone Talking About WebCRM?

**[Body copy]**

### **What are they saying?**

Since its launch WebCRM has taken the business world by surprise. Yes surprise! Why? Because it's the only next generation CRM software capable of handling such vast amounts of customer related data in such a highly effective way. It's intuitive, simple to use and has global functionality... that's what our clients are saying.

### **Build stronger and closer relationships...**

WebCRM is capable of managing your customer data however large or small and wherever you are in the world. From SMEs to Multi Nationals, WebCRM is proving to be the only fully customisable option for effective Customer Relationship Management. WebCRM has been specially developed to help you better manage your customer base, maximising sales and helping you build stronger and closer customer relationships.

### **Customers are too valuable an asset...**

Customers are the life blood of every business and the most valuable, yet unrecognised and sometimes unappreciated, liquid asset available. Ever calculated the lifetime value of a typical customer? The results are staggering and that's why CRM is so important for the long term success of any business. Why choose anything less than the very best software to manage such an important asset?

### **The facts speak for themselves...**

In 2016 CRM usage rose from 56% to 74%. All users reported that CRM software helped improve access to customer data. The CRM industry is expected to turnover in excess of \$37 billion by the end of 2017. The demand for better, faster, more powerful CRM software is now being adequately met by WebCRM, a company with its finger on the pulse of global business needs and solutions.

### **Evaluate the power of WebCRM...**

We invite you to try WebCRM for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/> and get started today.

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102

## **Email #3**

**Subject line:** What Will WebCRM Mean For Your Business In 2017?

**[Body copy]**

### **Successful customer management and retention...**

How many of your existing customers will still be buying your products or services this time next year? Fact is markets change and economic climates can also change dramatically, so the answer to that question is an unknown quantity. However, retaining existing customers is absolutely essential regardless of market forecasts and changes because it costs far less to retain existing customers than it does to acquire new ones.

### **How to make your investment in WebCRM pay...**

Investing in cutting edge technology is not something a company does to impress its competitors. It's an essential business move that ensures they stay ahead of their competition. Investing in WebCRM can bring huge financial gains because by its very design it can help any business retain its existing customers, forge long lasting relationships and turn one-time buyers into multiple time purchasers.

### **Develop new sales strategies...**

If your sales team are working hard to generate new leads, then it's only fair that the company do its level best to help nurture them and ensure they are converted into sales. That's where WebCRM takes over the controls and guides you through the most productive of CRM strategies. It allows you to effectively organise your customer data into actionable information. At a glance you are able to see instantly, every aspect of the process from sales to support and upsells to cross promotions.

### **Get more from WebCRM...**

WebCRM is more than your average CRM system. It helps you put customer data into perspective so that it can be analysed, scrutinised and evaluated to assist in company growth forecasts. WebCRM helps you organise your customer data, manage your sales teams and keep your company focused on its goals and objectives. WebCRM does exactly what you might expect from a superior CRM system designed specifically as an essential 2017 business tool.

### **How to check out WebCRM today...**

Try WebCRM for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/>

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102

## Email #4

**Subject line:** 7 Important Things You Should Know About WebCRM

### **[Body copy]**

One thing you will obviously know about CRM is how absolutely essential it is to today's effective customer management. Retaining customers, servicing customers and customer satisfaction are the main areas every successful business needs to address on a daily basis. How does CRM help you do this?

### **WebCRM does it this way...**

WebCRM is fully customisable, which means you can set it up exactly how you want it, so that it suits all your customer focused and management needs.

- **It's cloud based** - Allowing access to the data at any time day or night and from any location anywhere in the world. Data can also be accessed on the move from any internet connected device.
- **Data is secure** – Your customer data is valuable and your customers trust you to keep it safe. Data encryption technology has come a long way and continues to develop ensuring data protection, safety and security.
- **Built-in flexibility** – WebCRM features can be extended and structured to ensure full functionality to meet all demands as your business grows, and even if it should diversify. Full flexibility means you can manage customer data without any restrictions whatsoever.
- **Automatic updates** – This means our software is updated and maintained automatically without any hindrance to access or any disruption to your operations. This will ensure you always have up-to-the-minute CRM software at your fingertips
- **Built-in email program** – WebCRM allows you to send and receive emails directly to and from customers. Managing customer data is so much easier when all communications are in one place. You can also set up reminders and schedule meetings in the shared calendar.
- **Analyse customer data** – WebCRM's reporting feature allows you to explore existing data in detail so that you can accurately generate forecasts based on previous leads and sales. Analyse and increase conversions based on facts.
- **Global support** – WebCRM is a global company offering local support. So wherever you are, we have an expert on hand to help and guide you.

**Try WebCRM** for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/> and get started today.

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102



## **Email #5**

**Subject line:** Why Does WebCRM Keep Getting Better?

**[Body copy]**

### **It's because we keep adding more features...**

We're sure you'll agree there is no point whatsoever in investing in a software program that only does half the job you expect it to do. That's why WebCRM does everything you might expect it to do and much more... just in case.

### **Easy, fast and effective...**

The first thing you need from a CRM system is ease of use. The last thing you need is having to send all your sales staff on a course just to learn how to use it. WebCRM is configured to your specific needs and we provide all the technical and non-technical help you need in order to understand how it all works. We also provide a series of easy to follow video guides to get you up to speed.

### **CRM webinar...**

You can book yourself onto one of our no cost CRM webinars and listen to expert advice. Our webinars are designed to ensure you fully understand all the functionality and the vast range of capabilities of your new WebCRM software, so that you can improve the effectiveness of your business.

### **Made for sales people by sales people...**

We understand exactly what sales people need from a CRM system because many of our developers have sales background experience. We have also consulted in depth with multi-level sales professionals to ensure you have access to the very best possible range of solutions from our Customer Relationship Management program.

### **We love competition...**

It's true. We love competition because it ensures we do our utmost to stay on top of our game. Our goal is to stay one step ahead of our competitors at all times. That's how we keep getting better and better at what we do.

### **Why not see for yourself?**

Simply try WebCRM for 14 days at absolutely no cost and with no obligation whatsoever. Visit this link: <https://www.webcrm.com/uk/free-trial/>

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102

## **Email #6**

**Subject line:** Is Choosing Quality CRM All About The Cost?

**[Body copy]**

### **It's about the value...**

As sales people you know that successful selling is not based solely on low prices. That's often unsustainable. It's about quality, value, features and benefits. That's what we base our WebCRM system on. If it was just about price then we could simply offer you the lowest prices in the industry at the expense of quality, with fewer features and even less benefits for you company.

### **What price the best CRM in the industry?**

If you were to compare prices of CRM software you'll find that prices vary enormously. And whilst you might expect to buy a Fiat Punto for considerably less than you would have to spend on a BMW 7 series, you can't possibly expect them both to perform in exactly the way. Prefer to get there faster and in style? Yes, you get what you pay for. However WebCRM is surprisingly, very competitively priced and for a very good reason.

### **We want you to join us...**

Unlike many of our competitors, we're not here for the short term. We're in business for the long haul and that means we want you to join us so that we can look after all your CRM needs along the way. Like you, we understand the lifetime value of a customer and we're prepared to go the extra mile to ensure you are always satisfied with our service. In fact well over 90% of our existing customers have already told us how happy they are with WebCRM.

### **Make WebCRM your essential sales tool...**

Try our CRM and you'll wonder how you ever managed without it. It's a tool that will deliver measurable ROI by maximising your sales through customer retention and satisfaction.

**Try WebCRM** for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/> and get started today.

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102

## **Email #7**

**Subject line:** Does Your Existing CRM System Do All This?

**[Body copy]**

**The following list covers only the basic functions of WebCRM...**

- # WebCRM allows you to effectively organise your customer data
- # Follow up on opportunities and plan next level sales options
- # Effectively manage your sales funnels and follow-up on new leads
- # Send emails and newsletters and receive emails
- # Activities feature to remind you to call your customers

**There's more, much more...**

- \* Book, cancel or reschedule appointments
- \* Keeping everyone else in the loop
- \* Cloud based software allows access anytime from anywhere
- \* Unlimited number of users
- \* Generate, manage and convert new leads
- \* Actively engage with customers in real time

**And what about the benefits of using WebCRM?**

Saving on time and costs and increasing efficiency and sales are the prime objectives of WebCRM

Fully customisable, safe and secure with full support... so why wouldn't you want the very best CRM industry software for your business?

**Try WebCRM** for 14 days at absolutely no cost and with no obligation whatsoever. Simply visit this link: <https://www.webcrm.com/uk/free-trial/> and get started today.

You can also pick up your CRM guide too. It's right here: <https://www.webcrm.com/uk/business-owners-guide-crm/>

Kind regards,

The WebCRM Team

[www.webcrm.com/uk/](http://www.webcrm.com/uk/)

Tel: 0800 1522 102