

## Sage CRM version 7.3 What's new



**With an all-new suite of business accelerators for sales, a contemporary look and feel, more business insight, and an enhanced mobile and email marketing solution, Sage CRM v7.3 addresses key business challenges faced by busy sales organizations every day.**

Sage CRM v7.3 offers you a host of exciting new features and enhancements as well as a new and improved user experience and intuitive design. Now you can provide everyone in your business easy access to the information they need to close sales faster and make every customer interaction count, no matter where they are.

Accelerate sales performance and drive sales productivity using **Sage CRM business accelerators for sales**. Business accelerators provide managers and salespeople with comprehensive sales-oriented data and insight, built-in alerts, sales workflows, dashboards, new sales performance charts, and KPIs, enabling better insight for actionable decision making.

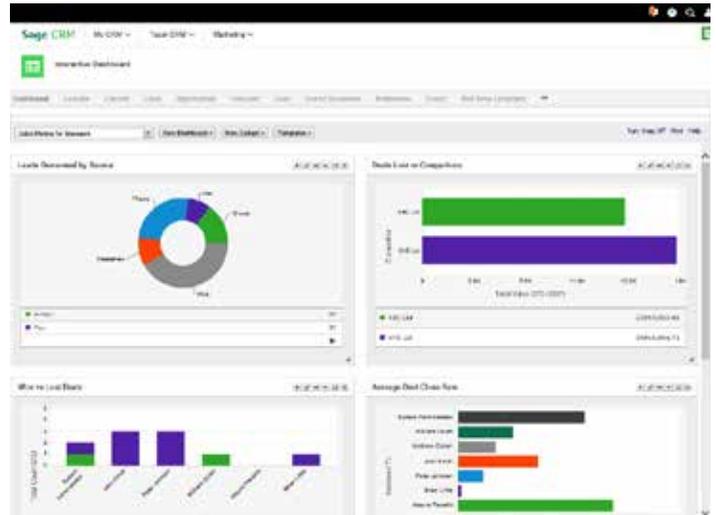
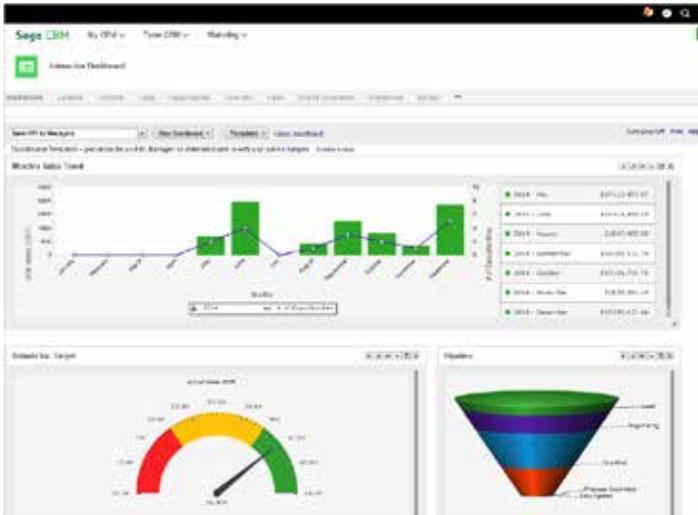
Sage CRM v7.3 also offers you more choice for your email marketing needs. With the new integrated **MailChimp**, you can quickly and easily create new email marketing campaigns and gain valuable insight into how they're performing, such as how many people opened the email campaign and what they clicked.

The **new contemporary, intuitive look and feel** of Sage CRM v7.3 is designed to increase productivity and access all of the information you need quickly and easily.

Your team can access key CRM information from anywhere using a **single mobile version of Sage CRM** that can be used across all modern devices. And we're also adding some great new features to our **Sage CRM for iPhone sales app** and releasing our **mobile sales app for Android\* phones**.

### **Sage CRM v7.3 at a glance**

- Get quick and meaningful insight into business performance through KPIs, comparisons, and emerging trends with new reports and dashboards.
- Ensure management is getting real-time updates on your business KPIs as they happen with new preconfigured alerts and notifications.
- Support your company's unique business processes with new sales workflows.
- Easily learn and find your way around Sage CRM with a fresh, contemporary look and feel with a new and improved navigation.
- Enable your team to use Sage CRM on both iPhone and Android devices.
- Generate effective email marketing campaigns and track your results using the all new email marketing integration with MailChimp.



New dashboards give you immediate access to important KPIs and sales performance analysis.

## Business accelerators for sales

Drive improved productivity across your sales team by helping them to close sales faster, with the insight they need using business accelerators for sales. Additionally, management will have visibility to KPIs to assess sales performance and make decisions rapidly.

New features in Sage CRM v7.3:

- A range of preconfigured alerts and notifications to ensure managers are getting real-time updates on your business KPIs as they happen
- A new alternative quick sale workflow to enable shorter sales processes
- Enhancements to the existing sales workflows in Sage CRM, including new rules for cross-selling opportunities and capturing details about lost deals
- New sales dashboards that display a range of new charts, reports, and graphs for better insight and trend analysis
- New KPI charts to help you identify and measure your organization's activities for in-depth sales performance analysis

## A fresh, new contemporary look and feel

Increase productivity and access all of the information you need quickly and easily with Sage CRM v7.3. It includes a new interface with a cleaner navigation menu, a new icon set, new fonts and headers, and new colors and styles.

## An optimized mobile CRM experience

Access your key CRM data anywhere, anytime on either your iPhone or new mobile sales app for Android.\*

With the Sage CRM for iPhone sales app, you can now access important customer data, even when you're offline. Regardless of location, sales professionals will always have quick and reliable mobile access to their Sage CRM data, tasks, and appointments.

## Email marketing with MailChimp

Sage CRM 7.3 offers you more choice for your email marketing needs with its new MailChimp integration. Quickly and easily create targeted email campaigns by selecting from your saved MailChimp templates and fine-tuned lists of recipients.

Once you have sent your campaigns, you can gain valuable insight into the results, such as how many people opened the email messages and where they clicked. Best of all? MailChimp is free for lists of up to 2,000 subscribers.

For more information contact us at 866-530-7243 or visit: [www.NA.Sage.com/Sage-CRM](http://www.NA.Sage.com/Sage-CRM)

\*The Sage CRM for Android app will be available in spring 2015.

For more info, visit: [Sage.com](http://Sage.com)  
or contact us at 866-996-7243