

E-CRM show entrepreneurs how Customer Relationship Management will make them more profitable

E-CRM Solutions provided the CRM lecture at the most recent Entrepreneurs South West lecture "Designing a Sales Campaign on a Budget" at the Small Business Hub, Bath University Oakfield Campus, Swindon. Also on the speakers list were Bryan Barrow, Nova Consulting Limited Chris Bose, In Press PR Ltd. The Entrepreneurs South West initiative is designed to improve the knowledge and skills of local entrepreneurs and increase business performance.

March 15, 2006 (FPRC) -- The project is partly funded by the European Social Fund and supported by Business Link. Entrepreneurs South West offers local entrepreneurs the opportunity to attend free seminars, covering a number of topics relevant to small businesses. The seminars are an opportunity for networking and to hear speakers who are experts in their field.

Richard Hill, a director of E-CRM said: "Customers and customer flow is, obviously the lifeblood of any new business. Without customers there is no ongoing cash-flow. We wanted to show entrepreneurs and smaller and medium sized businesses how they can afford and enjoy the benefits of CRM and ERP software, which larger businesses have had for some years. A good CRM system, like Customer FOCUS can produce very detailed reports about all areas of the business – information vital to profitable growth. We know from research that many more smaller and medium sized companies want to adopt more detailed marketing and distribution strategies supported by software to help them increase their sales. At E-CRM Solutions our approach is to help clients 'to get and to keep more customers who stay with them longer' by providing software, consulting, training, data integration and project management services alongside direct and internet marketing capabilities. We were delighted to be asked to share our experience to help the attendees and the quality of the other speakers and the seminars generally is excellent – I would thoroughly recommend them to all smaller businesses."

The other speakers were Bryan Barrow of Nova Consulting Limited who gave delegates 3 steps to creating a bulging new business pipeline by winning better, more profitable business through your website.

Chris Bose of In Press PR Ltd talked about how people can identify their niche on the internet and use Pay per Click marketing to increase visitors to their sites and turn more of these visitors into sales leads.

Roger Croft of Entrepreneurs South West said: "This programme of business seminars and associated networking activities is designed to provide small and medium sized businesses with the tools needed to anticipate and manage problems as they emerge. As well as being invited to regular training and networking events members also have access to dedicated on line resources and access to mentoring to support them in the development of their business skills. We have identified Information and Communications Technology as an important marketing tool for a small business. The seminar illustrated what you can do to attract customers using a database, a few key words and some "proper" language. The programme offers a comprehensive approach to skills development and business support and we are delighted to find how many people recognize

the value of the programme which has attracted really top class experts and speakers.”

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