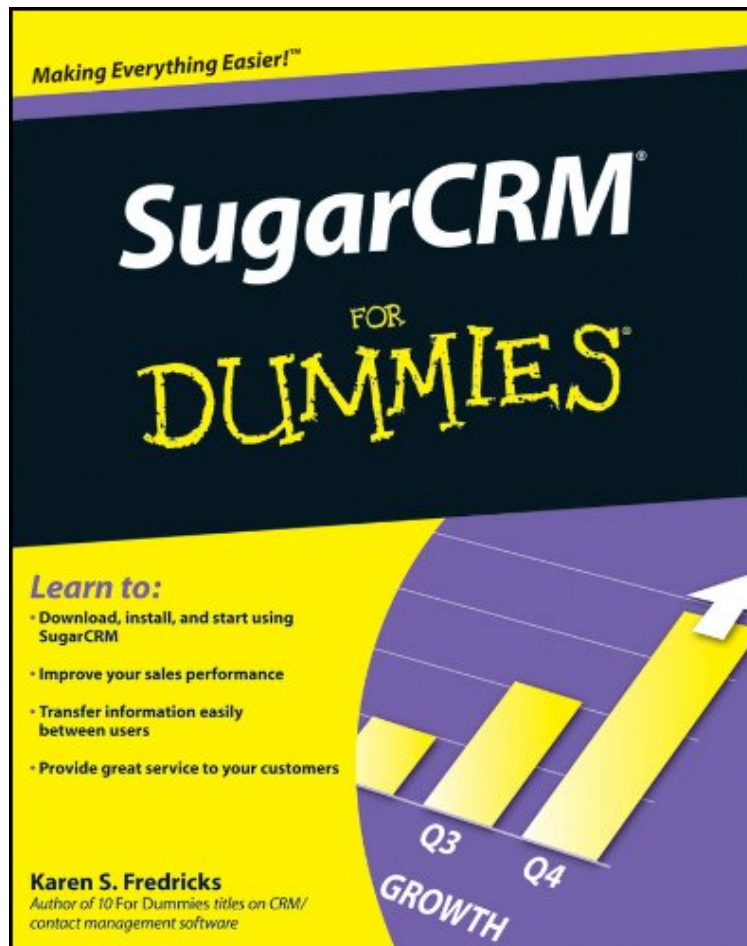


SugarCRM For Dummies

Karen S. Fredricks

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Karen S. Fredricks : SugarCRM For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised SugarCRM For Dummies:

0 of 0 people found the following review helpful. Thank God for this book! By BC This book made it possible to start using SugarCRM. I have several copies, for me and my staff, and refer to it all the time as I work on areas unfamiliar to me. My staff are very happy to have the book which sheds light on how to correctly use the system. I could have used a better explanation of how to create custom modules but to be fair that's pretty advanced work to tackle in a work like this. The author has made the whole system much more approachable and wrote it all in a light, fun style. If you are trying to make head or tails of how to get started with SugarCRM, or are a current user struggling to figure it out, this book is a must. 0 of 0 people found the following review helpful. Five Stars By Jacques Laurent Great book to get started with Sugar! 0 of 0 people found the following review helpful. Sugar instructions By Mary very good step by step instructions on how to use Sugar. Easy to use and easy to understand. Very reasonable price too.

SugarCRM is an innovative customer relationship management software solution that enhances your company's

marketing effectiveness, drives sales performance, improves customer satisfaction, and provides executive insight into business performance. SugarCRM For Dummies will show you to take advantage of this free, open source CRM application to boost your sales and please your customers. This guide helps you choose the flavor of Sugar you need, acquire and deploy it, set up accounts and contacts, and organize your day. You'll first learn how to install SugarCRM, customize user preferences, create databases, and import contacts from other software. Next, you'll discover how to extend SugarCRM's capabilities to meet needs unique to your business. You'll also find out how to: Schedule appointments, link them to records and notes, and organize your sales opportunities Build campaigns, track their success, and grow your contact list with Web-to-lead forms Manage customer issues and forums to exterminate software bugs Send e-newsletters and automate customer e-mail communication with templates Take advantage of a complete recipe book for SugarCRM administrators Improve sales performance with SugarCRM Provide great service to your customers Develop searchable libraries and FAQs Create and share documents SugarCRM For Dummies will get you quickly up to speed on this customer relationship management software so you can enhance your business. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. Note: The Kindle edition of this book does not include any CDs or DVDs.

From the Back Cover Sweeten your customer relationship management with SugarCRM! You just have to love a product with "sugar" in its name, especially one that's open source! This guide helps you choose the flavor of Sugar you need, acquire and deploy it, set up accounts and contacts, and organize your day. With Sugar, you can boost your sales and please your customers so your business will take the cake. Fill your Sugar bowl — install SugarCRM, customize user preferences, create databases, and import contacts from other software Plan your day — schedule appointments, link them to records and notes, and organize your sales opportunities Campaign for business — build campaigns, track their success, and grow your contact list with Web-to-lead forms Keep customers happy — create cases to manage customer issues and forums to exterminate software bugs Stay in touch — send e-newsletters and automate customer e-mail communication with templates Sweeten the pot — learn how to extend SugarCRM's capabilities to meet needs unique to your business That administrative stuff — take advantage of a complete recipe book for SugarCRM administrators Open the book and find: Options to implement a SugarCRM database The scoop on various flavors of Sugar so you can decide which one is right for you How to turn leads into contacts Tips for keeping records up to date How to develop searchable libraries and FAQs Easy ways to create and share documents What the Dashboard can do for you How to integrate Outlook with SugarCRM About the Author Karen S. Fredricks has implemented contact management solutions for businesses ranging from Fortune 500 companies to small and mid-sized businesses. She has written books on Outlook 2007, Outlook 2007 Business Contact Manager, and Microsoft Office Live as well as ACT! contact management software.