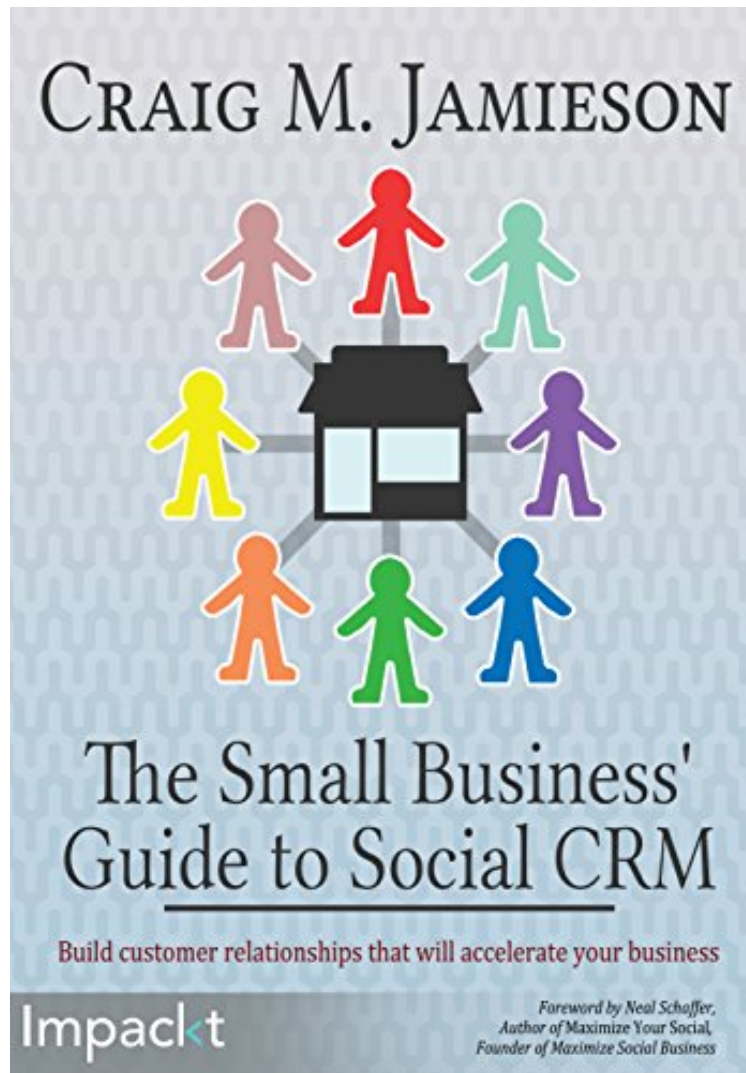


[FREE] The Small Business' Guide to Social CRM

The Small Business' Guide to Social CRM

Craig M. Jamieson

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Craig M. Jamieson : The Small Business' Guide to Social CRM before purchasing it in order to gage whether or not it would be worth my time, and all praised The Small Business' Guide to Social CRM:

1 of 1 people found the following review helpful. Great resource for business ownersBy Stephen H. LaheyThis guide is a great resource for business owners who actually want results (revenue) from their investment of time and money in social media. Craig Jamieson doesn't waste your time with social media fluff or nonsense. This is a well researched book that takes the mystery out of how to select the right Social CRM and get results. Highly recommended.3 of 3 people found the following review helpful. How to Turn Your Contacts Into Gold!By Jon FerraraThis book does a fantastic job of describing why every small business needs to build it's brand and grow it's business by connecting with customers who matter to turn connections into conversations and relationships into revenue. The author, Craig

Jamieson, describes step by step how any business person can begin to build their brand and grow their business in a nimble way. I appreciate how this book guides businesses on how to begin building social profiles in the key networks, how to share content to develop the brand and connect with prospects, how to engage prospects and convert them into customers not only come back, but drag their friends back with them. I recommend that you not only buy this book but consider contacting the author, Craig Jamieson to help you convert your entire business into a social business so that you can start turning your contacts into a GoldMine. Best Jon Ferrara CEO | Nimble - Social Selling, Made Easy. Twitter @jon_ferrara | www.nimble.com 2 of 2 people found the following review helpful. Got my copy of Craig's book today and it's just ... By Alyson Stone Got my copy of Craig's book today and it's just a powerhouse of actionable information to help any business understand and use social media techniques. It will have a permanent spot on my desk.

Smart businesses are taking advantage of new technologies to overcome the challenges and secure the opportunities arising from recent shifts to buyer behaviour. The single biggest challenge for businesses today is to retain the loyalty of your existing customers and to find a way of extending your reach to find new ones. Social CRM allows you to do precisely that, offering a platform from which you can manage your current customer base while building and extending it. Craig Jamieson, an expert in social sales, wants to unlock the power of Social CRM for your business. With this book he takes you through the process of integrating Social CRM within your business strategy. He explores how to evaluate your needs, and discusses choosing the right Social CRM system for your business, before looking closely at how to successfully implement the system with best practices to bring increased revenues.

About the Author Craig M. Jamieson Craig M. Jamieson is the managing member of Adaptive Business Services in Boise, Idaho, which also owns and operates NetWorks! Boise Valley B2B Networking Group. Craig has been in B2B sales since 1977 and during that time, has served in a variety of positions including sales manager, division sales manager, national sales manager, district manager, and a business owner. He has also taught salesmanship at university level and has been self-employed since 2005 as a sales trainer and consultant. Craig is a Nimble Social CRM and HootSuite Solution Partner, a TTI Performance Systems VAA, and he also provides training and consulting to businesses on how to leverage social sales tools, techniques, strategies, and Social CRM to increase their revenues. Craig currently writes a monthly column on social sales at <http://maximizesocialbusiness.com/> and is presently a Midsize Insider who has been empowered to blog for IBM on the general topic of social business. Craig first began using Contact Management software in the late 1980s. Today, Social CRM is the absolute hub of his sales and marketing efforts. Please feel free to contact Craig via his website at www.adaptive-business.com. You can also find Craig on Twitter at @craigjamieson and on LinkedIn at in/craigjamieson.