

The



Universe

Web Series

Google Contacts and CRM

**Google's Web Based Tools for improved
Productivity and Communication**

G. William James

Handheld Computer Solutions

How To Keep In Touch

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Handheld Computer
Solutions



G. William James



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G. William James



- Black Enterprise Magazine's "Master Of The PDA"
- Google Apps For Business Affiliate
- Member, National Speakers' Association

Career Highlights

- ❑ 1980s Executive Forums, Inc. Presented time management workshops
- ❑ 1999 Corporate speaker for Palm, Inc. on the power of the PDA
- ❑ 2004 National Presenter for the launch of the original Supra eKey & iBox
- ❑ 2008 Introduced 1st Gen iPhone as a Realtor tool
- ❑ 3-Time Presenter to The National Association of REALTORS® Conference
- ❑ 2005-Today Distinguished presenter of Google Apps for mobile business

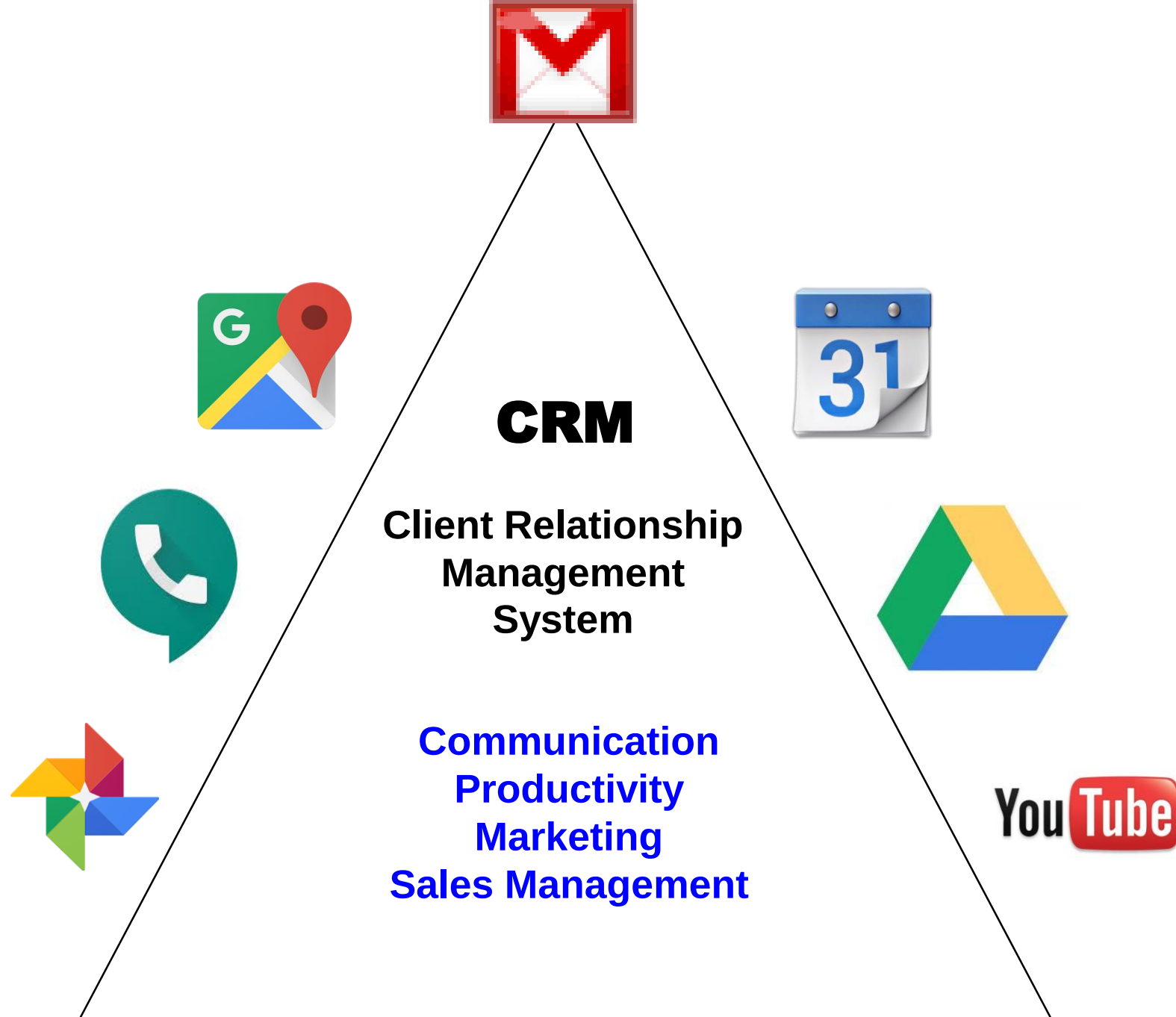
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Subject Line Only!!!

Google CRM 2020

What Is A CRM and Why Do I Need One?

- Customer Relationship Management (CRM) is the primary tool for interactions with your clients, potential customers and vendors.
- It is a vital part of driving revenue into the business through trust, the value of your brand and your marketing strategy.
- Your clients are the generator of leads and referrals for new business and their endorsement is your business' life blood.
- An organized approach to the CRM is required to develop and maintain your brand reputation and increase productivity



The Three Steps To Building Your CRM

Step One: Start with what you already have

- *Go through each of your contacts, looking for empty fields*
- *Fill those gaps as much as possible, with a focus on future marketing*

• Step Two: Customize, label and downsize

- *Create custom categories, and identify who goes where*
- *Place contacts in multiple categories if possible*
- *Delete or archive contact information you no longer need or use*

Step Three: Protect your data and share it on the cloud

- *Export your entire database and save it on an external disk or Thumb drive*
- *Export and share your data into Gmail or another CRM system*
- *Store a copy in an online file storage server- it can easily be shared from here*
- *Set a weekly or monthly date for backing up and renewing stored data*



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