

News, views and more from the Australian CRM specialists

CRM Opinion

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In this issue:

- [10 ways CRM can improve your sales follow-up](#)
 - [Email newsletter marketing direct from CRM - how it's working for Opsis](#)
 - [ClickDimensions now available with local Australian hosting](#)
 - [Salesforce for Sale - who'd buy it and why? \(And what it might mean for CRM users\)](#)
 - [Ahead of the Pack Executive Briefing on ClickDimensions - save the date!](#)
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10 ways CRM can improve sales follow-up



We all know fast, effective follow-up is the way to convert leads to sales. But how quickly do you respond?

Reach out **within an hour** of getting an online enquiry, and you're **7 times more likely to have a meaningful conversation with a decision-maker!**

[So how do you improve your sales follow-up?](#)

Respond quickly. Be prepared with information about the enquiry. Qualify the lead efficiently.

[A well configured CRM can help with all these](#)

Email marketing from CRM - [how Opsis are getting results](#)

Do you send a regular email newsletter?
Do you send it from Microsoft CRM?

Most marketers would laugh at the idea. Dynamics CRM is incredibly powerful, but bulk emailing Contacts and Leads with personalised content is far from easy. In fact, we've written a whole [blog post about how to mail-merge in CRM](#) - over 1000 words and lots of screen shots!

Opsis didn't manage to send a regular newsletter until we implemented [ClickDimensions](#) late last year.

[Since then, our newsletter marketing has taken off!](#)

Open rates, click-throughs, enquiries, new business - this email you're reading is working for Opsis.

[Find out more about how we do our email newsletters here.](#)

[aspects of sales follow-up and more.](#)

Could you improve your follow-up and convert more business? If you'd like to discuss your own situation and the right processes to implement, why not [contact Opsis for a no-obligation chat.](#)

ClickDimensions local Australian hosting now available



[ClickDimensions, number one marketing add-on for Microsoft Dynamics CRM](#) which Opsis sell and use in-house, is now available with local Australian hosting.

We're excited! [ClickDimensions functionality](#) includes not just email newsletters like this one, but also **website tracking**, easy **forms**, **surveys** and **landing pages**, **social media integration** and **nurture programs** to coax your leads along the buyer's journey.

Now all this is available without the lag caused by hosting in Singapore!

New customers will be hosted automatically in Australia. If you'd like to know more, just [contact Opsis](#).

Existing customers, including Opsis, will need to plan a migration path. If you're one of our ClickDimensions clients, we'll be contacting you shortly to work out details for you and your organisation.



Salesforce for Sale?

Who'd buy a loss-making company?
And what does it mean for CRM users?
[That depends who buys it, of course.](#)

Microsoft, Oracle, SAP and IBM all have CRM offerings already. Would they want to offer two competing products? Which would they invest in most heavily?

Other potential buyers like Google and Amazon are cloud specialists rather than CRM vendors. Salesforce would strengthen their SaaS (Software-as-a-Service) offering for the enterprise market.

No one knows for sure, but [here's what Opsis think.](#)

Ahead of the Pack Executive Briefing Marketing with CRM and ClickDimensions

This 3 hour seminar will run in Sydney on the morning of Friday 16 October. Want the inside scoop on ClickDimensions, including learnings from Opsis' own experience? **Save the date!**
