

Customer Relationship Management (CRM): The Focus of this Issue of **Sales eNews** – **Sales Mentoring Solutions™**, LLC's Newsletter; Pub. December 2005

Introduction to this Newsletter -

It's that time of year again. For many millions of people around the world the biggest holiday period of the year is fast approaching, and to boot, the New Year is only two weeks away.

As we approach this time with pause, reflection, thanks, and perhaps renewal, I'd like to thank you for allowing me to be a part of your business experience this year. I trust that likewise, you'll find my work valuable in the coming year.

In this month's edition of **Sales eNews** I focus on Customer Relationship Management (CRM), a subject touched upon briefly in August.

I'm exploring this subject in greater detail because I believe that customer relationship management is quickly emerging as a critical business practice for all business. Why? Because of:

- advances in the capabilities of CRM technology
- the continuing explosion of Internet use in worldwide commerce
- a growing demand for enterprise-wide excellence in customer relation's handling

If you haven't taken a serious look at CRM recently or perhaps at all, you should. You can bet that your competition either has or will. And your customers are seeking, or more likely demanding, the type and level of service and support that can only be delivered through today's CRM capabilities.

Thank you for your interest in **Sales eNews**.

Bobby L. Butler, President and Founder of **Sales Mentoring Solutions™**, LLC

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