

P.C. Productivity

by

Michael Ericksen P.C

September 2010

Issue: September



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Sage CRM

Did you know MEPC also SELLS, TRAINS on and SUPPORTS Sage CRM.

Ask us how you can get your company on a cost effective and very customizable solution today for as low as \$69 per user per month.

Contact
Kari-Ann Ryan
kryan@me-pc.com

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COMMUNITY CORNER

Touch a Truck
October 2, 2010
10:00am to 2:00pm

Rotary Club of
Schaumburg / Hoffman
Estates

Greetings!

Dear Guest,

Please continue to enjoy our newsletter each month. We are going to start implementing guest articles from companies within our networks. Please contact me if you are interested in passing along a value adding short article written by YOU.

We tailor your business ERP, Accounting and CRM software solutions. We listen and learn about you and your business needs and help your organization access the data needed to be efficient and effective. Michael Ericksen P.C. helps you determine the value of solving your problems. We do this by tailoring the software solution and support system we propose and integrate for you.

If your accounting system does not provide the information you need to run your business, perhaps now is the time to do a software business review and see what needs are not being met. Call us to schedule your FREE review today.

-Michael Ericksen 847-605-1590 mericksen@me-pc.com

Are you being social with your customer relationship management strategy?

Excerpts written by David Beard, Sage UK

First there were personal websites. Then blogging sites like Wordpress & Blogger became the publishing tool of choice. Now, with hundreds of sites like Facebook, YouTube (etc) offering "online homes" to millions of people, personal narratives are everywhere. These "Social media" outlets offer content created by people, for people. It gives everyone an opportunity to share their thoughts, experiences & profiles using free tools such as blogs, podcasts and video sharing.

So, what's this got to do with the customer-relationship software & a business' customer strategy ?

Customer-relationship software is likely to be used to help lead prospecting activities. Capturing names & supporting information (product needs, preferences,etc.) is at the very heart of CRM software. However, access to more of a prospect's interests & background from the information available on through Social Media outlets can be extremely useful.

Such as:

- What topics are important to them?
- Who else are they talking to?
- What are they saying about experiences (products & more) that matter to them ?

You can add this information into a CRM system, enriching prospect records as part of building customer relations. That's converting time spent on social media sites into chances for more revenue. And, with a little more effort, information from these sites can be fed directly into a CRM system - be that ACT!, Sage CRM or SalesLogix. Information that can help inform & improve direct marketing activities, ensuring a focused message is delivered during contacts with prospects & customers.

Business' customer strategy - listening for & managing the content. Investment in CRM software is key to customer retention strategy. But without social media interaction, a business' can only "know" about the conversations had directly. What happens when those customers talk about a business in other forums - blogs, forums, social networking sites, etc ?

Investing time in monitoring these social media outlets provides an opportunity to 'listen in' to the conversations being discussed. This means gaining an understanding of customers & benefiting from insights within their communities. Further, with many business' getting more than half of their customers through word of mouth, staying tuned in & monitoring the flow of conversation leads to insights about other prospects & encourages information flow within

Touch a Truck
Presented by: Bright
Horizons

Fun for all ages
Trucks for Everyone
Sponsorships still
available
A family fun event

Location: Cabella's
5225 Prairie Stone Pkwy
Hoffman Estates, IL

Learn more at:
[Touch a Truck Website](#)

Dates to Remember

Kenneth Young Venter
second Annual
Housewalk
[Link to event](#)

Naperville Memory
Walk
9-26-2010
[Link to page](#)

Hyroglyfyc Event
9-29-2010
[Hyroglyfyc](#)

Touch a Truck
October 2, 2010
Link above

Columbus Day
October 11, 2010

these networks.

"Listening in" also offers a chance to improve customer relations when things go wrong for a customer. By tuning in to all the relevant conversations, chances of finding unhappy customers quickly and addressing their issues before they do serious damage to a brand are dramatically improved.

[Video Link about CRM changes through the years](#)

Contact Kari-Ann Ryan

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Sage CRM v7 was recently named the best CRM product of 2010 by the Spanish edition of Byte IT



Each year, Byte IT magazine presents award to the most relevant people in the IT sector, the best products and the most relevant solutions. Award categories include: Personality of the year, best communications director, best marketing director, best IT services company, best ERP solution, best laptop, best internet provider, best CRM solution and best mobility solution.

Sage CRM won the award for its intuitiveness and ease-of-use. It identified Sage CRM as a web solution that provides users with easy access from a multitude of portable devices.

Sage CRM v7 was chosen due to its:

- Intuitiveness and ease-of-use
- Ease of access
- Its complete range of built-in functionality
- Rapid deployment
- Ability to work simultaneously in multiple languages

Sage CRM v7 was awarded 5 stars for technology, 5 stars for implementation and 4 stars for performance.

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FREE On-Site Consultation

Michael Ericksen P.C. will come out to your location and do a 2 hour Free consultation and software review. Is your software working in an efficient and effective manner? Call us today!!

Offer Expires: October 31st, 2010

October 2010

Issue: October



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Sage CRM

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Ask us how you can get your company on a cost effective and very customizable solution today for as low as \$69 per user per month.

We currently help clients take control of the piles of business cards on their desks.

Greetings!

Dear Kari-Ann,

Please continue to enjoy our newsletter each month. We LOVE feedback of any kind. Please feel free to respond with yours today!

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The Jobless Recovery

By now you have probably heard that the most recent recession started in December 2007 and ended in June 2009. If that is true, why is unemployment still so high? During strong economic times companies can hide inefficiencies in their processes and procedures, but when there is a downturn in the economy, companies must become lean and mean. Often investments in better technology yield a much quicker return than adding employees.

I recently met with a small business owner, with a business that had a great year in 2009 and an even better year this year. He was interested in seeing his company continue to grow, but was reluctant to hire additional people. The solution was to add bar code processing in the warehouse in order to process orders more quickly and more accurately. This will allow the company to process more orders with the same number of employees.

Where is your company? Are you positioned to grow? Do you have the tools you need to be successful? Why not let us in to do a quick review to help you get the most out of your existing resources and identify areas where an investment in new technology can help you meet your goals.

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How can SMB's use Social Media for Business growth?

by Rory Cawley, Sage CRM Project Manager

Social media is useful for every type of business, small or large. Businesses can use it to enhance their reputation, to address customer or prospect concerns and to build trust. Social media enables businesses to engage in a conversation with people as a peer. The perception of a more personable, accessible, accountable business makes for more loyal supportive customers who rave to their friends about how good their products and services are.

Large companies have figured out how best to use social media to grow their business. Small and mid-sized businesses (SMBs) can emulate this success with a very low (or zero) budget.

#1 Local Social Networks

Services like [Facebook](#) and [Foursquare](#) allow businesses to create a list

COMMUNITY CORNER

**Kenneth Young Center
presents
Forty and Fashionable
22nd Annual Fashion
Show
November 20, 2010
11:00am Cocktail Hour
12:00 pm Luncheon
1:15 pm Fashion Show**

Reserve your tickets
today!!

Location: Belvedere
Banquets
1170 W. Devon Avenue
Elk Grove Village, IL

Learn more at:
[Kenneth Young Center
Fashion Show Page](#)

Dates to Remember

Hyroglyfyc Event
10-27-2010
1 year anniversary
Event
[Hyroglyfyc](#)

Election Day
November 2, 2010

Daylight Savings
November 7, 2010

Veterans Day
November 11, 2010

Kenneth Young
Center 22nd

which shows their location and details of the services they provide. The social part is where customers are able to log a review, that others will read when deciding on, for example, a restaurant, hotel or DIY shop. Searches for businesses and services are based on a location, since these sites are used for businesses with a shop front.

#2 Facebook

A company Facebook fan page is like a company website but it allows you to build a community that wants to interact with you. Business can post messages, respond to fans' questions and thank them for their compliments. There are lots of ways to jazz up the fan page, running polls, making coupons available, installing free apps, posting videos, etc.

#3 Twitter

A company Twitter account can be used to keep people updated about company news using a short message called a "tweet". Examples of a message include the latest product updates, service outages or new executive appointments. Like Facebook, you gain followers who are interested in your company. It's a very instant form of communication and people follow Twitter updates on the web or on their mobile phone in realtime. Currently, a lot of large companies make great use of Twitter. As well as posting tweets, companies can search for what people are saying about their company and products (or competing products) using a tool such as TweetDeck or Twitter search.

#4 LinkedIn

LinkedIn is like Facebook for businesses. You can register your company profile on the site and provide all the information about your business that anyone would be interested in seeing. As well as building a connection network, you can create discussion groups, answer questions from users, who could become prospects, host events or generate leads who you can make contact with directly through a LinkedIn search.

The Financial Times recently reported that 44% of SMBs questioned (700,000 small businesses with Facebook fan pages) had picked up new business through networking sites, compared with just 28% of larger companies. According to another source, recent research has found that 37% of technology companies check out potential employees' profiles on social media sites, such as Facebook or LinkedIn.

The opportunities are out there. Small companies like these are succeeding with social media. It's a low-cost way to promote your company and have one-to-one conversations with customers and prospects. It's simple to do and it will reap great rewards. So the message to all SMBs is, get out there and harness social media for business growth.

Article Link

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