



# Sales Automation for Sales Warriors: Click Less, Sell More



Sugar Sell takes the blind spots, busy work, and roadblocks out of customer relationship management, making it easier for sales organisations to focus on engaging with their customers and growing their business. With Sugar Sell, you can empower your sales teams to drive revenue, increase efficiency, shorten sales cycle, and deliver meaningful customer buying experiences.

## Automate and Accelerate

Sugar Sell helps sales teams avoid having to manually enter endless details thanks to a platform that automatically captures data and presents it in context with everyone who needs it. Sales reps can focus on the most promising prospects and customers and spend more time selling. Smart guides and playbooks help accelerate sales cycles and time to close while improving conversion rates.

## Get More Done in Less Time

Provide sales teams with proactive alerts, root cause analysis, and more through a platform that continuously monitors metrics and KPIs. Make more data-driven decisions with analytics that show you what works, what doesn't, and how to replicate your wins. Get a more accurate picture of your customers with a platform that supplements your existing data with crucial info pulled from external data sources.

## Relevant Data at Your Fingertips

Paint a clear picture of customers with personalised dashboards that improve tracking of key activities, tasks, and goals. Drill into reports to gain a complete view of any segment of the business, getting powerful insights with just a few clicks. And never lose a renewal opportunity with Sugar Sell's renewal console providing built-in support for subscription-based sales.



Increase  
in Revenue

+ 23%



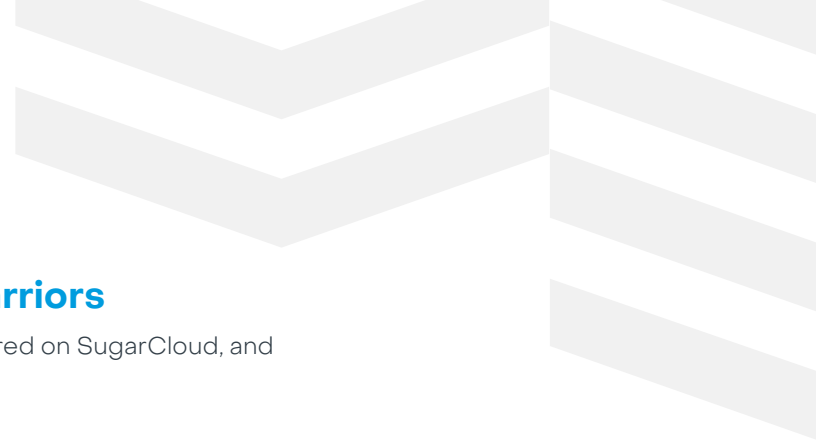
Improved  
Win Rate

+ 30%



Pipeline  
Throughput

3x



## Capabilities That Accelerate Sales Warriors

Sell offers a comprehensive sales automation solution, delivered on SugarCloud, and includes the following capabilities:

### Lead, Opportunity, Account, Activity, and Contact Management

Give everyone in the organization complete context for each customer interaction and insight into what to do next.

### Pipeline Management

Get visibility into your entire pipeline across all opportunities and how close they are to becoming new customers.

### Intelligent Lead Prioritization

Prioritise leads based on AI-powered predictive lead-conversion scores. Expand on past successes by leveraging insights from matching lead profiles to similar accounts.

### Mobility

Enable your road warriors to take the power of Sell with them in their pocket. Available for iOS and Android with offline capabilities and customizable layouts. Sellers can trigger automation, access dashboards, create opportunities and quotes, generate documents, and interact with customers.

### Advanced Forecasting and Pipeline Insights

Understand how your pipeline, quota, forecast, and attainment evolve over time with advanced visualizations, notifications, and automatic alerts.

### Business Process Management

Define, design, and standardise complex business processes. Manage approvals and automate the execution of repetitive tasks.

### Subscription Management

Support subscription-based business models and renewals management. Generate renewal opportunities, prorate cross-sell and up-sell opportunities, and track and manage customer entitlements.

### Guided Selling

Design, visualise, and automate sales processes. Create playbooks and templates for sales plays, sales methodologies, guided selling, lead nurturing, and more.

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow @SugarCRM.