

Sugar Sell: AI-Powered Sales and Intelligent Account Management



Streamline your sales processes and enhance your customer relationships. With Sugar Sell, you gain access to powerful tools that help your sales team work more efficiently, close deals faster, and deliver exceptional customer experiences.

Advanced Sales Automation

Sugar Sell helps sales teams avoid manually entering 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 AI-guided selling help accelerate sales cycles and time to close while improving conversion rates.

Smarter Sales Strategies

Make more data-driven decisions and create better sales strategies with intelligent insights around white space analysis, sales forecasting, and customer churn. Get a more accurate picture of your customers using 3rd-party sales intelligence and AI-based analytics that combine relationship & transactional data.

Relevant Data at Your Fingertips

Get 360-degree customer views with personalized dashboards that improve tracking of key activities, tasks, and goals. Drill into reports to gain a complete view of any business segment, to get powerful insights with just a few clicks. Track every step of the customer journey with a complete customer view of service, sales, and marketing activities.



**Increased
Revenue**

+ 23%



**Improved
Win Rate**

+ 30%



**Pipeline
Volume**

3x

Team Collaboration

Facilitate seamless collaboration across your sales, service, and marketing teams with integrated communication tools and shared access to customer data.

Lead, Pipeline & Opportunity Management

Organize and track potential customers with full visibility of your entire pipeline. Use AI insights and time-aware data to learn which leads are likeliest to close, and prioritize follow-ups and account expansion based on revenue intelligence.

Intelligence & Insights

Boost productivity and surface key business insights across marketing, sales, and customer service using generative and predictive artificial intelligence and machine learning capabilities.

Quote & Document Management

Store and manage sales-related documents, ensuring easy access and sharing. Quickly and accurately configure products, determine pricing, and generate quotes.

Flexible & Configurable Platform

Easily integrate with other tools, systems, and add-ons to extend the functionality of your CRM and configure the system to meet your unique needs.

Customizable Workflows

Define, design, and standardize complex business processes to save your team time and money. Manage approvals and automate repetitive tasks to move your business forward.

CRM Everywhere

Access desktop-level capabilities, customizable layouts, and offline mode with the CRM mobile app. Keep connected with customers wherever you are with seamless Outlook and Gmail email/calendar integration across mobile and desktop devices.

Enhanced Forecasting and Analytics

Understand how your pipeline, quota, forecast, and attainment evolve with advanced visualizations, time-aware data, and configurable, role-specific dashboards.

Intelligent Account Management

Support your repeat business models and renewals management with built-in automation and AI-driven customer insights.

Guided Selling

Design, visualize, and automate sales processes so your teams are always on the same page. Create smart guides and templates for sales plays, guided selling, lead nurturing, and more.

See how Sugar makes it easy to sell.

GET A DEMO

About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar's platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit www.sugarcrm.com.