



# 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 organizations 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 cycles, 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

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 sales intelligence pulled from external data sources.

## Relevant Data at Your Fingertips

Paint a clear picture of customers with personalized dashboards that improve tracking of key activities, tasks, and goals. Drill into reports to gain a complete view of any segment of the business, to get powerful insights with just a few clicks. And track every step of the customer journey with a complete customer view of service, sales, and marketing activities.



Increase  
in Revenue

+ 23%



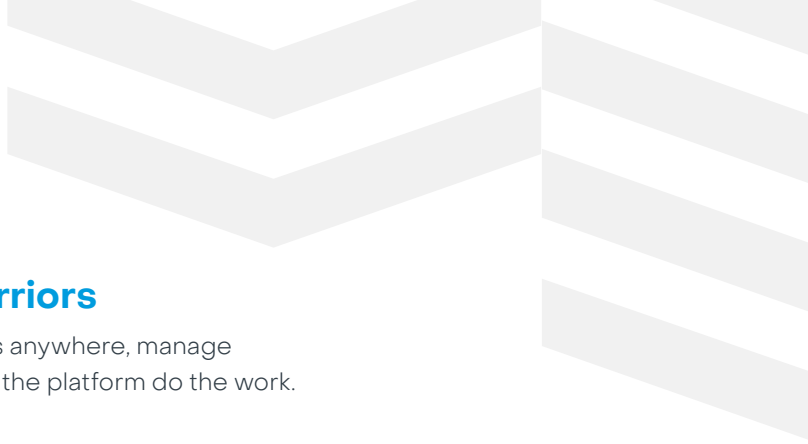
Improved  
Win Rate

+ 30%



Pipeline  
Volume

3x



## Capabilities That Accelerate Sales Warriors

Focus on the right leads and opportunities, engage customers anywhere, manage pipeline and forecast, and quote and close deals when you let the platform do the work.

### 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. Use AI insights and time-aware data to learn which accounts are likeliest to close.

### Intelligent Lead Prioritization

Prioritize 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, on the go sellers can access to desktop-level capabilities, customizable layouts, and even offline mode.

### Enhanced Forecasting and Analytics

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

### Flexible Workflows

Define, design, and standardize complex business processes to save your team time and extra work. Manage approvals and automate the execution of repetitive tasks to move your business forward.

### Subscription Management

Support subscription-based business models and renewals management with built-in automation and behind the scene calculations.

### 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 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/uk](http://www.sugarcrm.com/uk) or follow @SugarCRM.