

## Maximizer Software hosts free CRM webinar

BRACKNELL, UK: [Maximizer Software](#) - a leading provider of simple, accessible and affordable customer relationship management (CRM) systems - is hosting a free webinar to help sales teams improve their performance of their CRM systems.



Entitled *Using your CRM with a Sales Slant*, the 45-minute webinar will be held on 25th April at 10:30am BST (11.30am South Africa) and will explore how a quality CRM solution can help exceed sales targets, improve win ratios and raise productivity, while becoming a more agile and successful business.

"In the current market, those businesses most likely to succeed will be noted for their agility - the ability to adapt quickly to changing demands and requirements, in a cost-effective and productive way that actually increases revenue, shortens delivery cycles and lower costs - all while becoming more attuned to customer expectations," explains Mike Richardson, managing director at Maximizer Software EMEA.

Learn how integrated Sales Force Automation (SFA) within Maximizer CRM empowers sales teams to raise deal values and build profitable relationships for long-term success by implementing proven, repeatable best practice sales processes for step-by-step success.

Presented by Matthew Ranger, head of sales EMEA for Maximizer Software Ltd., you'll find out how to forecast with confidence using report suites that include a sales pipeline, lead summary, and opportunity analysis. Track every lead, project, or sale including key decision-makers, products offered and progress. Increase win ratios, raise deal values, and gain sales insight quickly and simply with a complete history of customers, prospects and leads from just one place - anytime, anywhere.

To reserve your place or find out more, go to [www.max.co.uk](http://www.max.co.uk) and [register here](#).

### About Maximizer Software

Since 1987, Maximizer has delivered customer relationship management (CRM) software and professional services meeting the needs, budgets and access requirements of entrepreneurs, small and medium business and larger corporations. Simple, configurable and affordable, Maximizer CRM enables organisations in all industries and markets to increase sales, enhance marketing, and improve customer service while boosting productivity and revenues. Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120 000 customers. For more information, go to [www.max.co.uk](http://www.max.co.uk) or [www.maximizer.eu](http://www.maximizer.eu).