



**CMI**

Customer Marketing International

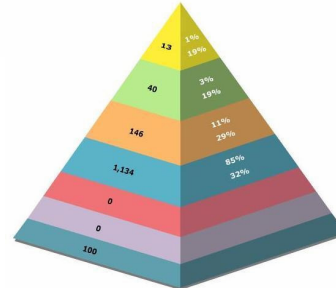
**Focus on growth and make more profit!**

### Question

How to increase revenues at equal costs of marketing, sales & services?

### Answer

The Customer Marketing Method®



### What it is

The Customer Marketing Method is a proven customer-centric strategy that will help you to:

- Identify who your top customers are
- Plan for your next top customers
- Focus on growth
- Make more profit

The method uses data from any ERP or CRM solution.

### What it does

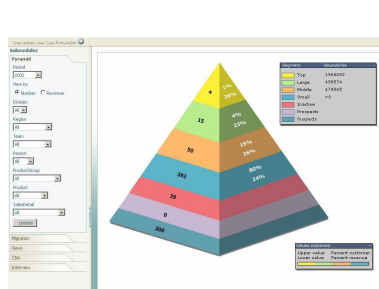
The method helps you to:

- Sell more with less effort
- Know your customer base and revenue potential
- Practical and intuitive
- Increase sales force effectiveness

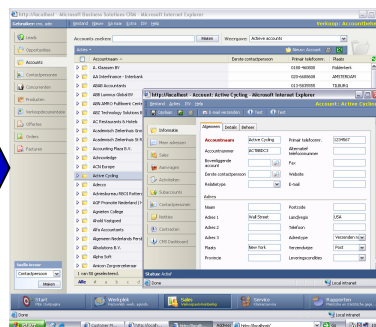
Basically: get CRM in the minds of your people, not just in a box in the server room.

### Now also as add-on to Microsoft CRM!

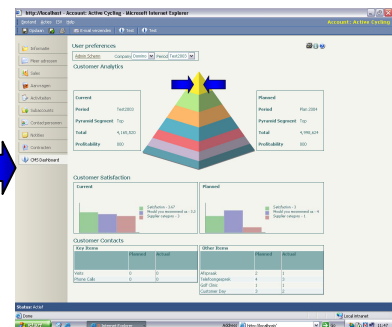
Use key results from Customer Marketing analysis in your day-to-day commercial operations:



Perform Customer Marketing Analysis & Planning with the Customer Marketing Suite



Manage commercial operations on a day to day basis with MS CRM



Use key results from the CM Suite available in MS CRM

### Interested?

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