Executive Speedbriefings: Purchasing CRM Software--The World's Top CRM CEOs on Need to Know Information When Buying Products in Their Industry, Competitive Analysis & More (Executive Speedbriefings S)

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The goal of this Executive SpeedBriefing is to quickly and efficiently provide you with critical information on purchasing CRM software. Upon completion of viewing the SpeedBriefing, you will have a solid grasp of the big picture concepts you need to understand and be able to speak intelligently with anyone on the topic. The 2.5 hours worth of speeches have been produced on CD-ROM and can be viewed in PowerPoint by any PC-based computer. Each speaker shares their insight for successful strategies and industry expertise in a format similar to a radio address, with graphics displayed in the background - a speech within a presentation. ReedLogic's proprietary SpeedBriefing process, privately used for years by top C-Level executives (CEO, CFO, CTO, CMO, Partner) from the world's largest companies, walks you through critical advice provided by industry veterans of current CRM software companies on information they would want to know if purchasing a product from one of their competitors and the industry in general. Each speaker provides an in-depth competitive analysis based on past trends and the prospective future. Topics include: *How to generate growing profits and revenues for your company

*The 5 most important things to know about CRM, sales and marketing software
*The most useful resources for achieving success in the industry
*Due diligence items necessary for choosing the right software provider for your company
*The eight pitfalls to avoid when purchasing CRM software
*The direct impact of CRM software on your company's bottom line. This CD features speeches and presentations by: 1.) Mike Adams, President and CEO: Arial Software 2.) Gene Austin, CEO: Convio, Inc. 3.) John Bailye, CEO: Dendrite, Inc. 4.) Arturo Coto, CEO: Inquisite, Inc. 5.) Scott Dorsey, Co-Founder and President: ExactTarget 6.) Keith Eades, Chairman and Senior Managing Partner: SPI 7.) Stephen Gold, President and CEO: Azerity 8.) Lauren Goldstein, Director of Account Services and Denise Barnes, COO: Babcock and Jenkins 9.) Robert LoCascio, CEO and Chairman: LivePerson 10.) Robert Rappaport, President and CEO: Conversive, Inc.

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