

Podcast Script – CRM Acceleration World Tour

Welcome to this sixty second Sugar snippet. My name is Susie Williams. Today we're going to talk about a series of events hosted by SugarCRM called the CRM Acceleration World Tour.

CRM Accelerations are one-day, intensive sessions that help business leaders develop and implement a customer relationship management strategy. These sessions provide a mix of presentations from CRM visionaries, in-depth product sessions, real-world demo scenarios, expert panels and customer testimonials. CRM Accelerations are geared towards company leaders, both business and technical.

SugarCRM is kicking off its CRM Acceleration World Tour, covering 15 cities on three continents. The first CRM Acceleration will take place in Atlanta, GA on Thursday, April 10th, followed by two events in May in Los Angeles and Orange County, California. The CRM Acceleration World Tour will also visit Boston, Chicago, Miami, New York City, Frankfurt, London, Sydney, Tokyo, and Toronto.

Highlights of CRM Acceleration include the following topics:

- **“Brave New World: How the Internet Is Transforming Customer Relationships”** will cover the basics of managing customer relationships in the Internet age and will offer new methods of addressing customer demands in the Internet era.
- **“Bridging the Divide between Sales and Marketing”** will discuss how to better organize and manage the demand generation cycle and how to better connect your marketing and sales teams.
- **“Closing the Loop and Hitting Your Numbers”** offers best practices for sales leaders to ensure successful CRM adoption and offers best practices for managing sales teams to ensure optimal results by the close of the quarter.
- **“CRM After the Sale: Providing Consistent Customer Support”** shares tools and methods for building a highly scalable customer support organization.
- **“Sugar-as-a-Platform: 5 Common Customizations Anyone Can Do”** provides five valuable customizations of Sugar, starting with simple field-level changes and working up to more complex customizations of SugarCRM.
- **“The Value of Getting SugarCRM on Your BlackBerry”** offers practical advice on how to successfully deploy a BlackBerry implementation of Sugar including tips for success and pitfalls to avoid.
- **“SugarCRM’s Future Product Direction”** covers the trends shaping how companies manage customers and how they impact SugarCRM’s product direction.

To register or to learn more about the CRM Acceleration world tour, please visit www.crmacceleration.com.

And that's your sixty second Sugar snippet. Goodbye!