# Simple CRM System

## Executive Summary

### Pitch

Simple CRM System is a super-simple CRM system for small businesses, that allows you to gain the benefits of modern, advanced CRM systems, but keep working in the same way you like - using a spreadsheet. In our spreadsheet you can set reminders, attach files, set appointments, sync with your Google calendar, send e-mails and more! All from inside the spreadsheet you love.

### The problem

Many small businesses have been looking for a suitable CRM for YEARS. Although the market is flooded with expensive, cheap, free and open-source solutions, there's no viable solution that is simple enough and easy to use. And we stress that we've heard that opinion numerous times from numerous businesses. Therefore, most small and even many mid-size businesses still use Excel to manage their customers. But Excel is not a CRM! It lacks many basic CRM features.

### The Solution

We've set out to solve this problem by providing business owners with a simple solution, similar to the one they are currently using - the spreadsheet, but with all the benefits of a robust enterprise CRM system: setting appointments, reminders, calendar synchronization, advanced search, lead history, all from inside the spreadsheet.

### How it works

When starting to work with Simple CRM System, it looks like a simple spreadsheet. You can add customers into new rows, just as with Excel. You can customize the columns by simply typing a new name for a column, and typing data into cells just like in Excel.

After working like that for a while, as you're already used to, you may need more from a real CRM:

- A way to set reminders and appointments
- Synchronizing everything with your Calendar
- A way to collaborate with your team on this spreadsheet
- A (large) place to write the history of your correspondence with your customers.
- A better method to search/filter the spreadsheet, especially if you have 1000+ customers
- Better mobile support

We completely transform the concept of a CRM from a complicated system with many buttons and fields to a simple spreadsheet. There are myriad CRM vendors, but they all provide the same complicated experience. We challenge the conventional model of a CRM by making a simple spreadsheet, like Excel, that provides all the CRM features that you need inside it.

### Status

Simple CRM System has launched only recently, and has already secured dozens of paying customers who swear by this software.
The reader is welcome to try the software at http://simplecrmsystem.com

<u>For further enquiries:</u>

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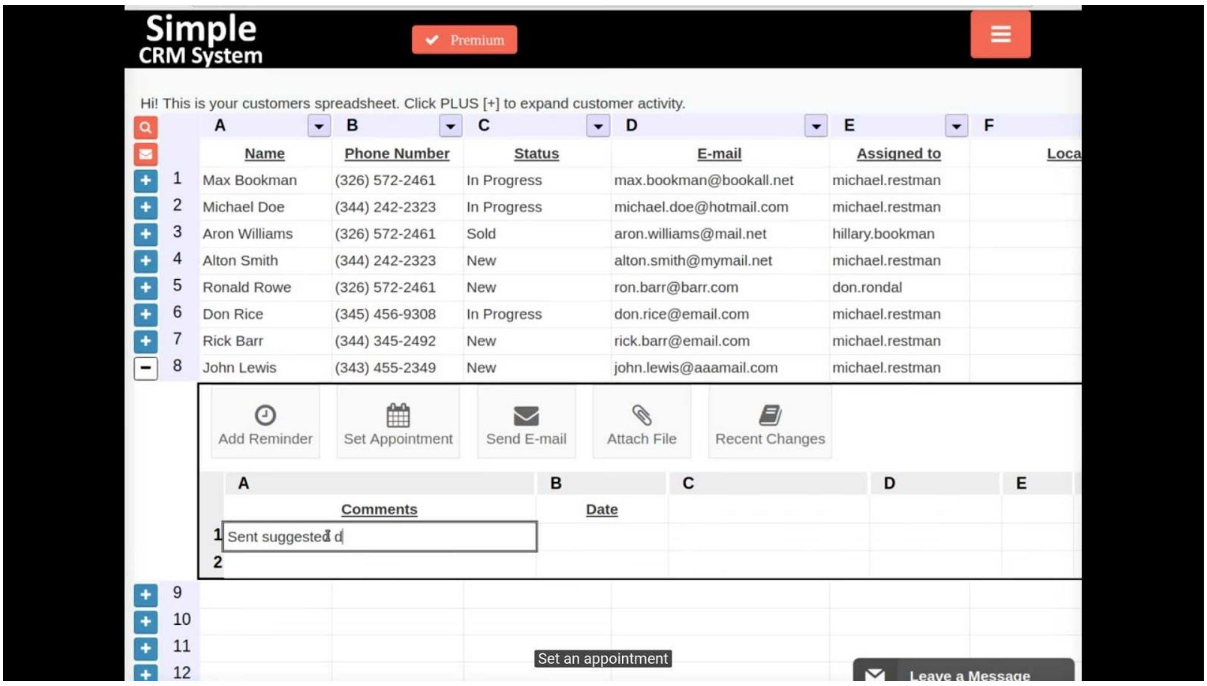
Check the product at: http://simpleCRMsystem.com

## <u>Some screenshots:</u>

The main spreadsheet - note the PLUS button which allows expanding customer details.



**Reminders List**

A chronological list of the reminders set (allows to expand a certain reminder and view the spreadsheet row):