

H O M E W O R K

C R M

D A Y 4 O F 6 0

**60 DAY  
CHALLENGE**

— | JIMMY REX | —

# H O M E W O R K

## What Is A CRM?

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization's relationships with individual people — including customers, service users, colleagues, or suppliers — throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

GO TO YOUR CRM NOW AND CREATE  
THREE LISTS, GROUPS, OR TAGS

A LIST + B LIST + C LIST

A LIST Is Your Raving Fans - Your Best Friends - The People That You Know That Will Purchase Real Estate Using You

B LIST - Your B Group Goal Should Be To Get To The A Group. These Are People You Know. Your Friends. Your Family. These People Have High Potential Of Buying A Home

C LIST - This Is Everyone Else That Isn't In The Two Groups Above



