



CRM SOFTWARE 2022

A COMPARISON OF THE TOP APPLICATIONS AND ADVICE FOR BEST USE

Presented by **GENE MARKS**



Thinking of getting a customer relationship management (CRM) application for your company? Already have one and want to know how to use it better?

Please join Forbes CRM columnist, author and CRM expert Gene Marks CPA to discuss all that you need to know about CRM applications in 2022. During this presentation, Gene will cover the following topics:

- ✓ A comparison of the top CRM applications for small and medium sized companies along with pricing, pros and cons
- ✓ Where to find them and how to evaluate these applications.
- ✓ How can you determine the ROI of a CRM investment
- ✓ Thoughts on how to maximize these applications for their best use in your company.
- ✓ The most popular add-ons to make a CRM system effective
- ✓ The future of CRM: trends to consider for 2022 and beyond
- ✓ Other tips and best practices to consider before buying.

You'll walk away from this presentation with a better understanding of the CRM software options for your company as well as how to be a smart buyer.

"Our group loved you last year. You got the highest score of any speaker."



David Perry, Executive Editor
Furniture Today

"We got some preliminary results back from our follow-up survey, and Gene was our top ranked speaker. He did a great job, the content was highly accessible, and he was really nice to work with"



Dan Marx, Director of Content Development
Specialty Graphic Imaging Association

Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

Book Gene for your keynote or breakout session



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See Gene in Action www.GeneMarks.com



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.

The New York Times The Washington Post
The Hill The Philadelphia Inquirer Forbes Entrepreneur.com The Guardian

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, Forbes, Inc. Magazine, Entrepreneur Magazine and The Guardian.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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Gene was a huge hit. I commented “what a way to close the conference.”

Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA’s Annual Meeting.

Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers’ Association

I would say in my 30 years of attending presentations, yours was THE MOST: valuable, relevant, properly paced, perfect amount of info; not too much, but enough, excellent humor, and perfectly executed presentation I have experienced. Thank you! I’ll look for your book!

Jill Keim, Vice President Relationship Manager, First Merchants Bank

