



CUSTOMER SUCCESS STORY

CUSTOMER

The Seattle Times Co.

INDUSTRY

Press, Advertising, Circulation, and Marketing

LOCATION

Seattle, Washington

Number of Employees

3,500

SYSTEM

- Sage CRM SalesLogix
- Sage CRM SalesLogix KnowledgeSync

Sage CRM SalesLogix Helps Seattle Times Keep Advertisers

Consider what makes a newspaper successful and you'll likely think of scooping the competition. Great newspapers do this, but to be truly successful, they have to perform in advertising sales, too. So, when The Seattle Times Co. realized it was losing advertising revenues because it was losing track of its advertisers, the company began looking for a solution.

"If a rep moved from one territory to another, the new rep coming in wasn't given a whole lot of information. They started from scratch, without knowing who had advertised with us in the past," says Brian Jonas, advertising CRM administrator for the company. "We wanted an approachable and intuitive tool that sales reps could use to capture who they were talking to and share that information."

After looking at three-dozen products, including GoldMine, Onyx, and Siebel, Jonas discovered Sage CRM SalesLogix. He got in touch with Scott Adams, a Sage Software business partner with SalesPath Corp. "We decided Sage CRM SalesLogix would be easily understood and would enable us to share information," Jonas says.



Adams adds, "They liked the flexibility Sage CRM SalesLogix provided and the way it could be customized to meet their exact needs. Plus, they could work with Sage CRM SalesLogix very much like they did with ACT! by Sage. That combination of flexibility, familiarity, and ease of use really sold them on Sage CRM SalesLogix."

Sage CRM SalesLogix KnowledgeSync Brings Advertisers Back

In addition to the problem of salespeople moving territories, Seattle Times Co. was faced with the complication of tracking occasional advertisers. These businesses place seasonal or special-interest ads only

CHALLENGE

The Seattle Times Co. needed an approachable and intuitive software solution that could track customer information, which could then be easily shared with other reps when reps moved sales territories.

SOLUTION

Sage CRM SalesLogix provided The Seattle Times Co. with detailed sales and prospect histories while reminding reps by e-mail to contact the occasional advertiser that they had let slip through the cracks.

RESULTS

With Sage CRM SalesLogix, The Seattle Times Co. has been able to increase their advertising sales by maintaining advertisers who previously would have been lost in the system.

