**Optimize Your Business: 12 Ways Automation Technology Can Improve Your Sales and Marketing**

Good morning everyone to those here in the West Coast and good afternoon to those in the East Coast and everyone around the world as well.

Thank you all of you for coming. This is going to be a great presentation and there is a lot of information. I will begin by telling you that this is going to be about how to optimize your business through the use of technology, specifically focusing on the sales and marketing side. And I will talk about 12 specific tricks that will help you. We will make this interactive so there's going to be a total of six questions. We will begin with the first one, please if you guys can take 30 seconds to answer this then it will be easier to understand to is here so that I can adjust my presentation in such ways.

You can start to answer and then we will go to the next slide. >> Okay, I just submitted that so maybe you guys will see some of the live results as we speak. It looks like 30% are 36 and older . Okay, we have an idea of some different people here. We will move on.

This is the first lie webinar that we are doing and this will be my fourth time presenting. I live here in San Diego California and I have been talking about this topic with a lot of positive feedback . I will start by telling you quickly a bit about me . I am originally from Mexico City and I have been in the U.S. for 20 years. I studied marketing and business, specifically business technology and started at a company 3 years ago. My main focus is about how to use affordable technology for businesses in order to achieve a lot of different things without paying for expensive software. It has been my mission to use technology tools to automate these processes for companies that I work for and now we are our own company. Why does this matter? That is because there is a lot that you can do you so that you do not have to do this. And you can spend valuable times doing other things. When I set up the company about 3 years ago I thought that I was the new guy in town and there's a lot of competition in the industry . I need to make it look like I am a huge company, but not yet. I started with just me another first so the reality is without an office at the time and the idea is we want people to believe that we were a much bigger come. You can do this through technology. This is a back story about what pushes me to side solutions and how technology can help me save time so instead of hiring a bigger team I can do a lot of things through technology. Here is another thing that happens commonly with people that I speak with. Many of our clients as well as many of my friends both have businesses and they tell me that they spend so much time doing other things that do not generate money. In this case , I spend too much time trying to get clients to pay me instead of focusing on getting new clients. You should be trying to focus if you are a business owner and try to get more clients and grow your business rather than just spending time with this boring task and trying to get someone to pay you or doing project management things. One of the ways that we can help you focus your time on what is best is by using technology and different tools that exist today.

I'm going to ask you another question, do you feel like you spend too much time working within the business instead of trying to grow it or get more clients? Please take a few seconds to answer. >> Okay, 58% say yes, sometimes about a third and no about 8%. Thanks for participating. This is just a one hour complete webinar and we have about 40 minutes for the presentation. I am going to go through this fast and there is a lot of topics. This is normally a three-hour presentation but we took the most important information and put it in here. What you see in front of you right now is obviously tiny. You can probably not read this. It is the base for the rest of the presentation and I will be sharing with those that opt to get information from me and the specific graphic that you see here. Let me explain this. This is about creating the best software stack for more businesses and mobile businesses. And let's talk about a lot of different independent web applications or software that are out there and combining them and synchronizing them so that we build one big powerful application. Usually the base or the headquarters for sales and marketing has been doing this properly. Most companies have a CRM system and this is the customer relationship management system, kind of like the database and this is what you see here in the middle. This is the main center of all of the advertising and marketing and promotions. Then you can be connected with several other types of applications such as contacts, users and customers. Classic email marketing which is a one time blast and advanced email

marketing and automation which is a series of emails that you send to be able to communicate with your customers. You can have proposal systems, project management systems, you can incorporate social media. You can incorporate customer support systems such as when people write an email to generate support tickets and you can link this to live chat and you can have accounting systems so that you automatically synchronize between sales and natural customers and invoices, you can connect this to landing page software which we will speak about briefly in a few minutes. And we chose the specific designed to capture people's names and emails like when you signed up for this webinar. Also many other things.

This is the idea of using pretty much affordable looking systems and putting them together and building something that is bigger than the sum of its parts.

Okay , this is a quick overview about the business between old, new, and smart. This is a few examples of different activities related to sales and marketing. Specifically you could have all of your contacts in a notebook, proposals you might have done in Excel if you're still using a computer you could have marketing details and you probably would be doing cold calls or regular mail. And maybe you would be using Excel.

In these new systems for contacts you would hopefully

use this for notebook and on and on in different ways that you could do this today in a new way using a little bit of technology within a computer . Here what we are proposing is to not even just use technology but to use it in a smarter way. In this case we are suggesting the use of a CRM system, the database that you can create from templates and different software's that allows you to create proposals and automatically send communication to your existing or potential clients.

This is the idea. >> Here are some automation statistics. In terms of the level of expertise of different people, 27 percent are in need of automation, 31% say it is average,

63% of companies are successful marketing automation plan to increase our marketing automation budget. And 80% of marketing animation -- automation user southern number of leads increase.

The point is that automation works and helps you grow your lead base which helps you grow your business.

Okay, this is another question , how do you rate your CRM and marketing automation knowledge? Let me know how much you know about CRM from zero to five . I will give you about 10 seconds. >> And yes, the presentation is being recorded so you can reference all of this back.

I will continue the results so that we can see how people are doing.

Okay, about 40% are beginner, a lot to learn. 30%

kind of aware but never used it. And 20% have not even heard about this. That is awesome. That means he will learn a lot today. 1% say they are experts and that is great. Thank you very much. Let's begin with the actual presentation and I will walk you through quickly what you need to do. I need to introduce you to marketing automation in a few concepts and then we will go through the automation tricks and specific examples of how to optimize your business and as part of this we will talk briefly about smart or advanced automation work less. It could be complicated for some but the idea is not so complicated.

What is business automation question it is about automating any task related to business and it is not just marketing, it should be automating a physical machine, but for business specifically you need to think about the digital part of this and for marketing automation you need to specifically use technology for creating activities that we use to communicate with customers and prospects so that eventually you can have a sale.

The goal is to save the company time and money so that your staff can actually use their time to be more productive doing other things. This in turn will save the company money and makes you more efficient.

Okay, I usually have

about 15 or 18 different concepts and I narrowed it down to the most important for all of you to learn and the CRM like I mentioned before is the customer relationship management system. There's many different types of systems that I will talk about one here specifically and then I will mention many others that you can take a look at. The workflow is about different steps that can happen within a marketing campaign or a sense of events that you create on this CRM feature or marketing automation subgroup that helps you create digitally this different set that you want to happen. I will show you some examples of how this looks like visually. I believe everyone knows what the website is, and the next one is the landing page. This is usually a one page website specifically designed to capture information likely generation. You guys probably whenever you click on different ads here on the Internet you will go to one page and then you can see that there is not a menu and there's usually a call to action button. And this is because companies want to get your information and they don't want you to go anywhere else. This is usually short or long and you go and type in your name and email here on the capture form and information and then there is the automated response. >> And this triggers some action that gets sent to you automatically. And there is many other auto responses that don't have to just be emails. That is just a quick background. What is marketing? It is processes that lead to a customer placing an order. It is about informing them and helping them be aware that you exist. Modern marketing specifically shows that the Internet world increasingly connects to companies and this starts with an online search. Let's see how this works .

Quickly you will go to your Facebook and you could see an ad

usually you will take a landing page and you're either looking at these organic results or looking at a regular website. This is all pretty basic.

Then you can be taken to different places, a website or landing page and now here on this you should pay attention, this is really great. It is not specifically about automation, but it is linked to it. This is called a lead thank you and is relatively new Facebook advertisement type where when people click on these ads it doesn't take them to a website. There's like a pop-up that will automatically pre-populate the user's name and email address so that people do not have to type it in.

And there is the lead information so that you can contact them as a potential client. >> We will automatically link and this comes from Facebook directly into your CRM

so you can get users and contact databases.

I will mention this in a few minutes. This is usually the marketing funnel

where you will want to get people interested first and then attract them in one way or another. The idea is then to nurture them and be able to create a relationship with them. In this case we are assuming through communication digitally most likely by email and there is also ways to communicate with people through Facebook and other clever ways .

The idea of automation is to have the process happen automatically as opposed to you having a natural staff member or yourself doing it manually by sending emails every so often. >> Here will talk about some ways to do this.

Another question, have you ever run an all in advertising campaign with Facebook or Google? Please let us know.

I will give you guys 10 seconds. >> Okay, let's take a look, about 57% have said no, that is interesting.

20% say yes

and 12% say yes at least once. Perfect, thank you. That is great information.

Okay, this is a traditional marketing process and this is the old-school way that you attract a customer with some type of advertising. Then you are sometimes able to contact the customer and make a sale. This is great and then you are able to have that person is a new customer which is great for you. If you do not you must have the contact information somehow and if you do get this then you can follow up manually by mail or email. If you do not have the information that is the end of it. There will not be much that you can do except for more advertising to bring them back. That is the regular way.

The most basic marketing automation, this is how it works, you try to attract someone to the website and that person then see something valuable in your website whether it is an offer or e-book or something like that that is enticing to them. Then people decide to sign up and give you their information so that they can receive an automatic email and then you can pull up with them. Or they do not enroll and there is something now called marketing that allows people to start seeing this again and visiting the website . We do not have time unfortunately to talk about the subject. So the idea is that people give you their name and email and then you can set up a workflow where you can be in touch with them to basically try and continue to convince them to come back and learn more about you. , The idea here is to build a customer relationship and trust by delivering valuable information through email. You do not want to be sending people

what is your last and most up-to-date promotion. People do not care necessarily about your best offer. They might care about how you can help them. If you are providing valuable information when you are sending the automated emails they will continue to open them. If you do not, marketing animation does not work.

Of course that is also a whole topic that we can talk about in an entire day. The point is that in the Homeland marketing world you want to be different leader in the industry and show people that you are an expert in the field. When people know that you are an expert they will trust you. And when people trust you online they will become your clients. >> What are the benefits of automating your processes?

The benefit is that it saves you time and naturally that saves you money. Another benefit is that it strengthens the company's relationship with customers and prospects. Why question

This is directly related to branding. When people constantly hear about you and they will continue to believe that you are a company that is bigger than the competition because you are constantly out there. And usually only big-league companies are able to do advertising because they bigger teams. This is not necessarily true anymore because you can be a tiny company, one or three people and have this perception that you are much bigger. This adds value and builds the trust relationship when you are delivering value to your users. It also keeps the company in the top of mind.

What about the end of the introduction? We cannot jump into the way to save money in 12 different ways.

This helps businesses realize a stronger ROI versus a manual process. That is the last benefit that we have.

Okay, one more question, which aspect of your business would you be more interested in optimizing through automation? Help us answer this. In the last answer does say a bit of everything. >> Okay, five more seconds. >> Okay, 40% are interested in marketing which is great. This is marketing automation. The other 40% are interested in doing lots of different things and that is great. I will show you how to do this for not just marketing. And 15% for sales.

Okay, thanks for participating and now let's move on to the topic of today's actual more specific valuable tips, 12 ways to save time and money in sales marketing . This is something that I came up with myself on how to do business in the company and how to help other clients specifically have core trip's to save time and money. Starting with the first one.

The first one is the ability to save your Gmail contacts into your CRM system, this means that every time you are chatting or emailing someone through Gmail , you have the ability to save those contacts directly into the CRM system which is the database that you are using is your central headquarters of your marketing and sales. I will explain how I use this, anytime I am contacting someone new in my Gmail, I save it as a contact on my Gmail account. Then once a day my CRM system goes and takes all of that information and puts it into my CRM so that later I can go into the CRM system and take notes about that specific concept and create reminders to follow up with them with sales and then there is more that you can do once you have that contact .

If you only have your contacts on Gmail or whatever other email spot that you use your not really efficiently having a process or a way to write notes for these contacts. It is super important that you are able to synchronize them quickly and automatically. A CRM system that does not easily link the Gmail or office live is not really a good CRM system. You do not want to be copy and pasting information from your email into the CRM or any of that. The whole idea is to do this automatically.

In this case we will talk specifically about agile CRM, that is at the bottom of the slide. It is an amazing CRM system that starts at 0 dollars per month for 10 users and then $10 per user per month prepaid for a year. This is an amazing system that we will talk about. It cuts costs down by a lot. The next base similar software is called Infusionsoft and many many of you have heard of it, Infusionsoft.com, that starts at about 300 or $400 per month. This specific one is $10 per month and has almost the same features. There are many CRM systems. Many of them are cheaper than this, they do not compare and features to more of the medium and software such as Infusionsoft and other ones like hotspot.

So for example number 2, you are able to connect with your email contacts directly on LinkedIn .

Again, I am pretty sure not everyone here is on Gmail so I apologize for that, but if you are using Gmail there is an application or extension for chrome called report if and reported once you install it on your browser that allows you to automatically see a preview of whomever your contacts from Gmail are that you are writing with. So basically it looks up their email and hooks to LinkedIn and once he gets his information it is able to know what is that person's title, where they work, what is their twitter , and much more. In this case this is another friend of mine here in San Diego. I can see that when I am chatting and emailing Frank on the right side there is a column that appears and I can learn more about him. This is if he has already made contact. If you have not made contact already , let's say I chat with a random person who I have not heard of before. I'm not really sure who they are, instead of having to spend time to go to LinkedIn and look them up, the email is already linked and I will automatically see it here. If I am not connected to that person on LinkedIn there will be a button that says connect with this person on LinkedIn which is great. Once you press that button, you will automatically send an invitation to that person so you do not have to go to LinkedIn. That will save you time.

This is specifically for sales related. Because we do want to know who we are talking to.

Number 3. Number 3 is about saving customers into the CRM. About 10 years ago one of the companies that I was working in had many online customers but we did not have a single

big fancy software to have everything so in one database we had email marketing and in another database we had all of the online customers. In the other ones are accounting systems. We basically had customers copied in three different places and usually every Monday morning I would have to go to the online store. I would download a list from Excel with all of the latest customers and then I would have to manually import them into the accounting systems. I would also need to import them to the email marketing systems. Back in the day we used to use these different ones. There is software called step here she Zapier . This tool is amazing and you can go online, it is 0 dollars a month and it lets you basically connect over 750 each other let me explain to you what this replaces. Back in the day if you wanted to connect your online store with an accounting system like QuickBooks you would have to hire a programmer and spend a lot of money and spend a lot of time figuring out how would you connect application a with application be and do a lot of testing to make sure that it works. Today, the company has figured out a way to connect pretty much any web-based software in this case, software that is only in the cloud or Internet. You cannot work with any software that is specifically just installed on the server or mobile computer. This is amazing because with and probably 10 or 15 minutes I can automatically say that every time there is a new online customer on my online store it automatically saves this person into my email marketing system and my CRM so that I can later follow-up with them. >> This starts at about $20 once you start paying for it. It starts at 0 dollars and you can all go right now and go online at Zapier and there's limited things to do with a free account, but it is more than enough to get started. I have used it for like 6 months. It is great.

Okay, number 4. Save your new clients into your accounting system. This is what I just mentioned and it's related to the last one. Every time you have in this case a new customer in your CRM , you do not want to copy and paste their name and email and address and ZIP Code and phone number and everything into your accounting system. Instead, you want to create some type of trigger that every time a new contact which is usually a lead or a prospective client become a paying customer and they are not a lead, you want to quickly have that new customer become a new customer in the accounting system so that you can later open and all you have to create now is a new invoice without having to retype any of the customers information.

In our case we use a system where we tag a new customer with the word customer. And this is a tag and I will show you what it looks like later. And anytime I tag anyone with this word customer, Zapier, this is the tool that will automatically save that specific contact into my QuickBooks online. In this case, QuickBooks online because it would not work with QuickBooks and the regular version. It would have to be web based. That is number 4. Number 5, automatically create reminders. This is important. We are talking about marketing automation and one of the things that we need to do is we need to keep in touch with the people that reach out to us for information. What ends up happening is that usually we go and talk to them when people call us. And naturally, unless you are organized you will probably forget to follow up with them unless you create yourself a reminder. In this case also through Zapier and agile CRM, I set up a workflow so that any time there is a CRM system that is tagged with the lead, they will go out there and create a specific tab for me to follow up with this contact and that is 7 days the this contact has been created . I chose this to be 7 days after but it could be 3 days after or a month after. The amazing thing is that I never need to manually create reminders. Once these different tasks are created when I go to the CRM system I go to this section that says tasks and then I know who I need to follow up with today and that was all created automatically.

Okay, I do see that there are a lot of questions, unfortunately I cannot read all of them right now because I went to the presentation, write them down and then we will have Q and A at the end. Number 6, send individual automatic emails to your leads. You can create complete automation workflows which means a series of many emails being sent to your clients one at a time. One on the 1st day, one several days later and another 17 days later. That is okay and that is great for marketing purposes. There is also a few plug-ins for Gmail that allow you to actually send an email that will not send automatically. It could be sent in 3 hours or several days. It is great because you don't necessarily want to send some emails right away and you don't want to forget to send them so you want to have them and then forget about them and tell your computer or email system to send them later.

In this case it is built-in functionality of agile CRM and it lets you write the email and then you can schedule to be sent later. If you don't have a job that you do have Gmail, Gmail has an extension called boomerang and boomerang also lets you send emails at later date . That's another way to take time and not have to go back and remember and that's what this is about. Number 7, 7, track if your contacts receive an open and click your emails. There are some apps that let you know if your emails are being bred and open and clicked on. This is key. This is funny for me because I track every single email that I sent to anyone and then when I follow-up with them and I asked them if they receive the email sometimes they say yes and sometimes they don't, if I don't actually send them an email but I call them and say did you get the email and they tell me no , I can pretty much know that they are lying right away because I can go to the CRM and check if they opened it or if they clicked it. If they say they did not get it and they are lying to me. It is really great for tracking people's emails, every single email. It is good for business

and it lets you avoid having to guess what happened. Did they get my email, did they open it, did they see it? And then I can know how many times they have opened it and specifics for when they opened.

Again, this is built-in to agile CRM but hotspot has a specific plug-in for chrome and I do not know what it is called right now because they change their name but hotspot.com is the company. It used to be $10 per month, right now I think it might be $60 per month. It is with -- it is a bit more pricey but there are some tools out there. I'm sort of running out of time so I will go through this quickly, number 8, automatically get scheduled meetings in your calendar. If you later want to reach out to me and you say, hi, I want to have a meeting with you, well, that is great. We can do this, but instead of me having my assistant reach out to me or me reach out to you I will tell you to click at the bottom of the email signature where there is a link that will take you to my calendar and this is connected directly to my Google calendar and this will let you choose how long you want the meeting, when you wanted to be and if you want to connect in person or by phone or on Skype. This saves me a lot of time because then you get to save some time and you get to check your calendar before booking. This is a good feature and a built-in feature. Otherwise there is an app that lets you do it without being connected to a CRM system.

Number 9, save time sending proposals to your prospects.

I spent a lot of times writing proposals and every time I have a new proposal I would go to PowerPoint and open up this template and save it as another name and send it over as a PDF because this is the professional way to send it. I would not send it as a PowerPoint . If I did an agreement in word I would not send it as a Word document. On the professional side I would send it as a PDF.

Today I decided to spend some time in this system called propose a five --

Proposify . It lets me create proposals and send it easily, I usually spend five or 10 minutes at the most if I have a template, I just basically customize several lines and then I am able to send it. People are able to sign the agreement online so that they don't have to print anything and no one has to sign anything on paper. I will get an email every time you open the email and when you click to see the agreement and if you sign I will also get an email. Basically I track you everywhere.

I am also able to see exactly which slides we see on the agreement and how much time you spend on each. It is pretty amazing.

I don't remember how much this cost per month but I think it is about $25 per month. And the next one, number 10, save website links into the CRM system. This is about trying to connect it to gather. In this case it is the most common type of automation. Most websites have a place where you can sign up for someone's newsletter or you can sign up to get more information. Even on the contact page of any website you should have the ability and if you have the right tools you can actually have all of the people that contact you from the contact page available on the CRM system. This is what we do as well. If you go to the system and you fill out the form, that is a form that we built using Jott form , Jott form.com. It starts at 0 dollars per month. Then that tool when you thought the form I will get an email notifying me who filled it out and this information will get sent on this job form database. And then through this we copy the information directly into the CRM. If anyone was to contact me with probably a few seconds I would have all of the information saved and I would not have to type in anything because you

already typed it. I would not have to copy and paste anything from a notification email that I would get if I was just to receive this notification that you wrote me which I also get.

Okay, number 11, adding clients to the email newsletter list, the same idea, every time you have new potential leads in this case in your Gmail account or in your online web form or your CRM, you want to be able to send this people directly into your mail accounts or contacts without having to copy and paste automatically or manually.

And number 12, to automatically schedule and reschedule posts on social media. This could be one of the obvious ones, for a lot of people you can automate social media marketing by re-creating your post and scheduling them to be posted. There is also a tool that lets you create one post and then you can tell okay, I want you to post this every month as opposed to you having to schedule it 20 times, you can have one post and say this post, I want you to schedule it, and don't just post it once, but 20 times every month. And that number 12, this idea that you can optimize the day-to-day work, there's 10 seconds and yes or no and not sure. I do have a few things to show you and I want to make this at least 15 minutes. Have a few more minutes. 82% is great. 20%, maybe. You will get this here and I am happy to answer more questions later if you reach out to me . I am glad that for 84% of you this is definitely helpful. This is more about doing the smart

and advanced automation campaigns. I don't have time to explain the slide. Here I will just give you an overview of what is called advanced or smart automation as opposed to what is called linear automation. Briefly, you could have linear automation which means that you want to send five emails, one on day one, one on day 5, 110, 130. Etc.. >> -- One on day 10, one on day 30. Etc.

[ No Audio ] >>

All of these are on agile CRM and this is the tool that you see right in front of you. It is super easy to drag-and-drop and you see these actions and you can drag-and-drop and connect the dots. It is pretty simple. Okay, I have 1 minute left.

Very quickly there's a bunch of tools for simple marketing and contacting CRM and full marketing automation there is agile and I spoke about this today. And Infusionsoft is $300 per month and hotspots here for multimedia businesses. If you are a big company or a big organization and you can afford this you can use higher enterprise tools. There are many others. And then for the Zapier and these others with marketing automation it is there. This is about it and I don't have much time to show you the rest because I want to answer your questions. I want to show the slides and these are basically screenshots of how the inside of agile CRM looks like, drag-and-drop marketing and automation flows, you can really easily connect okay, I will let you start asking questions because otherwise we will not last for many and I want to answer as many questions as possible. I definitely encourage all of you to go to agile CRM.com, check them out and sign up and see if you like it.

Thank you so much Jaime Nacach, we will need to change up the Q&A segment just a bit today. Something has happened on my end where my screen is actually frozen. But Nigel Gombakomba I have like some questions throughout the presentation . What I will have you do is go in, I am unable to access the questions time but you can tap right on it. We have multiple questions that have come in from today. I will have you take a look at those questions and you will need to read these questions and pick through those and then answer from the ones that were submitted.

Okay, I will try to answer as many as possible, grace you asked if there is a fully integrated CRM , yes, there are, agile tries to do this and it does integrate with a lot of third-party apps back . There are many others that are ERP systems

which are CRM built-in with accounting software and email marketing and a lot of other stuff. Here we talked reciprocally about his messes. What do you suggest for beginners ? That is the next question.

For really really beginners there is this one that is super basic and there is another one called Soho, so you can trade that was. And there's this reasonable cost on this and what kind of companies do this. If they could be hit by compliant what steps do you need to take and do? I will have time to answer this but please feel free to reach out. >> And read is in my mind for so don't read them all out loud picks back okay, if I know economical ways to use text to give potential clients a preview, I think that there is some supper but it is expensive.

Yes, there is specifically text messaging automation software that you can use and build into the CRM so you can actually send people text messages if this is what you are referring to. And extending, the majority of my businesses is this a good idea to use tools for marketing the company?

Definitely, regardless of the industry, the CRM system will help you to be organized and help you have a lot emails that you probably constantly right to people and you can create simple email templates that are not necessarily for marketing emails, you can create these and save them as simple email templates in the CRM and you can follow up with anyone in the government.

I deftly don't think it will be a problem. >>'s text marketing work well ? Unfortunately, that is not my topic so Nick, I cannot answer that. Starting in business, why would something like this or what would something like this start at the cost question

On the initial slide that I showed you earlier, let me get to this and I have created several plans of what it would cost software wise to have built-in a lot of these applications that I am referring to. At the very least I can tell you that it will cost you 0 dollars per month. Absolutely one software from each of these categories that you see in front of you for all of these different types of categories. You can actually have the free version of this. You can start at 0 dollars. If you later want to do a paid version of at least one of these for each category, then you are thinking about $125 per month but this does include a billing and accounting system and a life check system and the proposal system and advanced marketing capturing and basically one from each category. This would be based on something for several users at $125 per month which is nothing. If you are using infusion software or enterprise software you will be sending hundred -- spending hundreds of dollars.

Tom asks how you incorporate business cards to CRM? I actually do this and I have and I'm back on my phone. I take a picture of the Senate transit the information into a digital format so I don't have to type anything. Then that automatically get saved in this case into my contacts on my phone which is an android phone. Because of this it directly saves the information into my Gmail which are used for business. It is super easy and I have this all really quickly built. You can totally do this and that again is called hard and it is a free app upon android and iPhone. April asked permission from these people before they can get them. And what I was proposing is that you only send email to those that sign up on the website. This answers this question. Courtney, if you want to give me a call and you have a problem you can get my information later or find it on my website and then give me a call. Why do you not use Gmail for your business?

I use my website for emails. If you don't use it for business that is okay, but many web-based systems are connected with other apps and they might not be relevant and many others work with systems that are not Gmail. We can definitely Google this. I can tell you that there is a lot of visits and this is another wet based version. Does this work well without Outlook? The short answer is that it works but does not work well in synchronizing contacts. If it is Outlook online it would be something like office 365. I think I have several more questions like is there a downside of the system being more vulnerable to hacking if you are using chrome extensions question is back and is potentially you could if you are using chrome extensions but this is not my area of expertise so I cannot answer this question. The next question is what if you do not use Gmail? Okay, my system is tailored for the travel industry. I am not sure that I understand the question but feel free to reach out to me.

And several years ago I started a travel agent online business. Do you have any help to offer me ?

We can definitely talk about this. In general, most of what we do helps most of the industries. But for travel agents I have not worked with myself before. Finally, how easy is it for receivers to defeat the software that tracks this question

Some people do not want to retract. A lot of people do not want to be tracked and most of the emails today are HTML-based so this is not simple text. There's a lot of extra code behind each email that is included in the header and it basically loads a website . The moment you load a website and this is how we track it. Unless you are opening your email in text only mode, then you will be tracked. The only way to track would be a simple email only. Most emails are based here. I think this is all the questions, I did answer them quickly and I was not sure how many I was assigned to. Is where most of them so if you have any more questions I have about 4 minutes and I can answer more. Definitely feel to type them in.

That is great Nigel Gombakomba, and there are some more -- Jaime Nacach, there are some questions that came in through the Q&A tab. If you tab over to Q&A there are some that you can scroll down to the bottom and we do, we have about four more minutes. So if you want to address any of these questions that came in at the bottom that would be awesome.

Okay, my -- Mike asked an opinion on sales poor -- force and this was great, it was my first one that I used for the CRM and this is the one that I picked because it was the only one that had a lot of connections to an outside party at.

Today I think the sales force looks a bit outdated indefinitely the price point is a little too high for the price point. Today there is just so many options that I would not go to the sales force.

The next question, what is the link for free luminary software? This software is not mine, I do not know that and I do not sell it. You can go to agile CRM.com . I will go here so you can take a look at this. Then you can often up if you would like. The next one, can one person really do all of this and still build a base? How often would you do a part-time or virtual ?

I do most of this myself and I do have a team of eight people that work in my company and I have an administrative assistant who does help me. And this person is new and I have managed the CRM system myself with another person for sales and I separately used a project management system where I have eight people from my internal team and external contractors on my project management system and you can manage this on your own if you are a bit tech savvy. You can use value to fine mapping and I'm not exactly sure what this means so I'm not able to answer that question. Have you heard of high-rise HQ for your customer database?

I have heard of it and I think it's from a company that uses high-rise as a CRM. I have not used it in serenity but it might be good if it is connected to the project management system. Again there is a copy of the slide and presentation that will be available. Any software that is compatible with the following. Here we have agile CRM is amazing and you can go and take a look and they connect with several different systems for inbound and outbound including ring central which is one of the major ones. You can definitely do this and it comes with ring central

and then you can connect and manage through their. And I think that is it, thanks for coming, I really appreciate this. I know that it was quick and I tend to take really quickly, especially when I have to cut a presentation from 3 hours to 45 minutes. I think that you guys are able to learn a lot of stuff. By the way, let me put this slide up and it does have my email and my phone number on the website of the company in case you need to reach out to me quickly. Those who opted in for hearing from me, Alexa will send you the presentation and you can reach out to me.

That is it Alexa and I will let you take over.

Ladies and Telemann, on behalf of of SCORE I would like to say thank you for attending today's live webinar session. After we close out today a brief survey will launch and we would appreciate you taking a couple of quick minutes to complete the survey and tell us your thoughts , suggestions, questions. In closing, I would like to give a big thank you to Jaime Nacach for presenting today. We wish you a wonderful day .

Thank you for coming and thank you I want to say it's been great to do this online and I am able to give a lot of more tips to those around the U.S. so thanks for the opportunity.

Thanks so much we wish you a great day and we look forward to seeing you next time. Take care . >> [ Event Concluded ]