

Module 3

Lesson 4: Database Basics

Hi guys! Welcome back this is module 3 lesson 4. We're going to be speaking for about database basics and how a database can effectively help your business and grow your sales. What we want to get out of this lesson is to learn which database suits you and your business and the benefits of operating as well. The 3 areas that we do want to cover is what database can be most beneficial to you, we want to be looking at the different types of database that there are available and we want to know what it plays in your sales process and we want to take action on that as well. So let's get straight into it:

What is a database? For those of you that are sitting in front of a computer right now then I'm quite sure what I'm talking about. Database is essentially an email list of clients or contacts that you've acquired over the course of doing business. Now if you are a brand new business and you have no sales or no leads yet then it's the perfect time to start one up. If you are an established business, then you've already been doing a bit of business already hopefully you've got some client contact information that we can put all into a list and use for benefits later on. I'm also going to be speaking in this lesson about CRMs. CRM stands for Client Relationship Management Software Program. So CRM will popup a lot. A CRM is a software program that can automate processes, an email, create campaigns for you making the communication with you and your clients a lot easy. So a database is a list of email client contacts and a CRM as a customer relationship management software program.

So what are the benefits of having a CRM or a database setup? It's really handy for communicating and remarketing to your current client list. You want to be communicating with your clients on a regular basis and the more frequently that you do this, the more they will engage with you. The power really grows when you grow an email list gets to a point where it actually starts to pay for itself because the clients are so engaged with you, they're going to be buying from you on a regular basis. Now there are many types of CRMs available and I'm going to go through probably the top 4 and we've had experience with 4 of these everywhere from kind basic entry level up to the pro series so let's have a look through those now:

We'll start off with Mailchimp. Mailchimp is a basic and easy to use email marketing platform, really simple, really user-friendly. You can create campaigns and automate emails through this. It's an ideal CRM for anyone who's starting out in business or who has a small business and you're just starting to grow an email list. It's free up to 2,000 members so that's always a great benefit and can be used pretty much by anyone within your organisation. So if you want a really easy, really easy to manage, really easy to delegate out CRM, Mailchimp is the way to go.

Infusionsoft is the next one. Now Infusionsoft is a bigger CRM better suited for businesses that require more complicated email campaigns. You use Infusionsoft to automate your campaigns and built out your sales and marketing methods while combining your CRM at the same time. We want to be using this as a predominantly pre-capture tool and also build out full campaigns through Infusionsoft. Infusionsoft is actually the CRM that we use and that we find it really useful. It is a really writ-complex to begin with but once you get the hang of it, it's easy to use.

Now I want to speak to you about Salesforce. Salesforce is known as world's number 1 CRM. Salesforce is a cloud-based CRM software solution that cover sales, service, marketing, collaboration and e-commerce altogether. It's used by big companies that have thousands of different clients and the capabilities are huge. It covers most of what Infusionsoft already does and has more applications as well. So if you get really serious into growing your client list into hundreds and thousands then Salesforce might be for you depending on the type of business you run as well.

Netsuite is the last one. Netsuite is also a cloud-based computing or CRM program. It also includes accounting, CRM, email marketing, and e-commerce application. Netsuite's a really good CRM if you're running an e-commerce website or if you have got or if you sell a lot of products online. It has some great plug-in opportunities and it can integrate well with other software programs as well.

So now we've looked at the databases that may suit you we want to look at the sales process and consider where does the CRM or where does my email list sit in with it in my database? If you think of your CRM as your catch net for your clients, then that's the way that we're going. Essentially, it's your storage device for putting all of your client contact information into. It's a great way of capturing leads and it's also a great way for pre- and post-purchase contact with your clients. Your CRM actually sits at the beginning and at the end of your sales cycle. It sits at the beginning from a lead capture point of view all of the clients' contact information are held within that CRM at the beginning but it also comes in handy down towards the pre-sale, the sale and the nurturing part of the sales cycle as well. You're able to remarket to your clients on a more regular basis, you can connect with them on a weekly or a monthly basis as well and it's important and easy way of making those contact points. I strongly recommend to get one started and start utilising the functionality to really get email marketing going for your business.

Let's look at some lesson takeaways for this lesson:

1. Decide on the best CRM for you. I gave you 4 options there - Mailchimp, Infusionsoft, Salesforce and Netsuite. It's about finding the right one for you and getting it going.
2. Is all about getting it going taking action and getting a CRM up and running for you today and
3. Using it to capture leads and nurture clients and really get email marketing going in your business

Make sure that you fill out the Google form that's associated with this video as well. And in our next lesson, we're going to be talking about sales processes and how they work in your business and as always, never hesitate to reach out to us at ask@nickpsaila.com or you can speak to us on our Facebook page as well. Bye for now.