

# The Simple Smart CRM That Works for You Built for Office, G Suite & everywhere you work

## Elevator pitch

Nimble is the simple, smart CRM that works for you in Office 365, G Suite, and everywhere you work. Salespeople, relationship managers, and business teams alike love using Nimble because it allows you to focus on building relationships, not spreadsheets – enabling you to close more deals with less work.

## Key customer takeaways

- Nimble is an easy-to-use CRM with unique social sales and marketing features.
- Nimble is a smart, simple, affordable CRM that helps you achieve meaningful outcomes.
- Nimble has solved the end-user adoption issue by providing a CRM that can be used from within the applications and websites you currently work in.
- Nimble leverages automation and AI to automatically build, enhance, and update your CRM database with actionable information and social insights.
- Nimble marketing automation sends and tracks personalized communications at scale.

## Conversation starters

- How do you track your leads, prospects, and customers?
- How do you track sales activity and managing sales pipelines?
- How do you strategize marketing at the company and sales rep level?
- How much time do you spend inputting customer information into your CRM?
- How do you centralize information from your email, calendars, and social media?
- Do you currently gather social insights?
- How is customer information shared between sales, marketing, and support teams?
- How do you leverage social media in acquiring and managing business relationships?

## Key words to listen for

- CRM
- Office 365
- Contact Manager
- Relationship Management
- Marketing Automation
- Prospecting
- Pipeline Management
- Customer Satisfaction

## Key users pain points

- Relationship information spread across email, spreadsheets, social applications, and personal apps
- Inefficient prospecting/poor sales
- Task prioritization and time management
- Inability to do target marketing
- Current CRM is difficult to use

## Who should we talk to?

- Business owners
- Entrepreneurs
- Division and Department Leaders
- Sales Leaders (VP, Manager)
- Marketing Leaders
- IT Leaders
- Salespeople

## IT pain points

- Lack of bandwidth to support complex applications
- Moving users to the cloud/Office 365
- Sales, marketing, and support teams struggling due to a lack of CRM functionality
- Limited budget
- Not yet ready for an enterprise CRM



## Key selling points

- Nimble helps to quickly cultivate authentic and trusted relationships by gathering all your contacts - from Office 365, G Suite, and iCloud; Facebook, Twitter and LinkedIn - into a single, social system of record.
- Nimble leverages automation and AI to generate enriched contact and company records.
- Nimble delivers social insights and business context everywhere you work, so there's no need to toggle between applications.
- Nimble's sales intelligence capabilities enable you to easily discover missing email, phone number and address data.
- Nimble works either as an end-to-end CRM, and/or a sales enablement tool to over 130 SaaS business applications, including Office 365, G Suite, Dynamics, MailChimp, Hubspot, and Quickbooks.

## Objections

- CRM requires too much data entry.
- CRMs are complicated to use.
- I spend my time in Office 365 or G Suite.
- We don't have IT resources to support a CRM.



## Competitive advantages

- Nimble is the leading social sales and marketing CRM application.
- Nimble is simple to use, affordable, and equipped with powerful marketing features.
- Nimble's Smart Contacts browser add-in lets you create contact records from social applications, websites, and business apps with a single click.
- Nimble automatically and continuously enhances your contact data with actionable social insights and signals
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## How to counter objections

- Nimble leverages automation and AI to generate enriched contact and company records, with actionable information and social insights, wherever you work.
- People love using Nimble! It's easy to use with a very attractive and intuitive interface. In-app training helps users get up to speed quickly.
- Nimble can be accessed and used from within Office 365, G Suite, and other popular business applications.
- Nimble is a cloud-based application that is simple to deploy. It also provides multiple channels of support and training. Implementation partners are available to help with larger or complex requirements.

## Why should I spend time on this?

- Nimble enables your customers to be more successful growing their business by providing a simple, smart, and affordable social sales and marketing CRM that people love to use.
- Nimble drives additional cloud revenue on top of Office 365 or G Suite, and can be implemented independently or with consulting services.
- The market for CRM is large and growing.
- Nimble is recognized by leading analysts, publications, and users as a top rated CRM in SMB.

## Success/proof points

- The Nimble user community is global; over 130,000 strong and growing!
- G2 Crowd has distinguished Nimble as: Market Leader in Small-Business CRM Software and #1 in Sales Intelligence Customer Satisfaction for the sixth consecutive year as well as a Market Leader in email tracking.
- Nimble is a CRN Tech Innovator Award winner in the "Cloud Applications" category for its innovation and uniqueness of features, and for providing value by increasing productivity and reducing cost and complexity.
- Nimble is a winner of the respected CRM Watchlist for three years in a row. This list recognizes companies that have had a significant impact on the CRM market over the last year.
- Nimble is a Microsoft Gold Certified ISV Partner and part of the exclusive Microsoft Accelerator Program. Nimble will be resold widely by Microsoft and Channel Partners as part of a recently announced global distribution agreement.