



CRM System for Small and Medium Businesses Focused on Increasing Sales



Michael FitzGerald
CEO
OnePageCRM

CEOCFO: Mr. FitzGerald, what is the idea behind OnePageCRM?

Mr. FitzGerald: The CRM industry is a busy, if not a 'noisy' industry. So much so, I remember at the start when we decided to create a CRM product, I was told I was being brave. For me, that translated as "you're being stupid" because at the time, the market was dominated by large incumbent players.

We felt strongly that the focus of the existing CRM solutions were completely wrong. There were too many CRMs designed around just being a database with a dashboard of charts and graphs to tell you how your sales were going. They did not provide any functionality to help you actually sell more. That was completely shocking to me; a sales app that didn't help you sell.

As a busy person, I just needed something to make me get *involved* in sales on a daily basis. That's where the back-of-the-napkin type sketch of "if I was going to build a CRM system" originated. Initially, that napkin sketch was left aside, thinking that I would find a CRM system eventually that would do what I was looking for - well I didn't find one.

To give you a little background, I was also reading what the sales gurus were saying on how to increase sales in your company. Basically, it came down to this; if you want to increase sales you have to increase your number of *sales actions*. What they clarified as sales actions were all the little things, or nudges to keep a sale moving forward; so it could be phoning, emailing, sending quotes, clarifying issues about your product etc.

The system we had designed on that napkin was actually based on GTD (a productivity principle called Getting Things Done), an ultra-focus on what is the next action to move a sale forward. While the GTD principles are normally associated with projects and task lists, I actually applied the GTD concept to sales by always asking the user, "What is the next action required to move a sale forward?"

Sales by nature, is less predictive than project management, that's why focusing on that one next action works really well. You are not in control of what your prospect is going to do.

CEOCFO: Who is using your services? Who should be?

Mr. FitzGerald: Our target is the SMB market, usually service businesses; anything from client services for the creative industry like architecture and web design, to software companies, real estate agents and media sales. These are industries where I guess people are fairly proactive in going after sales, getting lists of leads and trying to process them. We also have some large organisations using our product - not for their main CRM system but for specific purposes or departments.

CEOCFO: How do you reach out to potential clients? How do differentiate from other CRM systems?

Mr. FitzGerald: We get some leads generated by organic search from content marketing and search engine optimization, but one of our key traffic drivers is customer referrals. If you're familiar with Zappos.com, the online store for shoes, you might know about its founder Tony Hsieh. Tony's book "Delivering Happiness" had an influence on us as a company. Zappos did most of its marketing through customer service and "customer wow." That is what we do at OnePageCRM as well. We are trying to turn our customers into advocates through product "wow" and customer service "wow." Almost all of our 6,000 users have been introduced to OnePageCRM by colleagues or friends. Many of whom are so excited about our product and concept that they in turn, share it with their friends.

CEOCFO: What would you like to add to your product as far as features?

Mr. FitzGerald: We are going after slightly larger teams. At the moment, our app is configured as a fully shared database which is not always ideal for larger teams. For instance, they may wish to segregate their database so some users cannot

view another's leads or contacts. Or there may be an occasion where a firm has temporary people working for them doing lead generation and they will not want them to have access to their main customer list. Furthermore, we also plan to launch an advanced reporting feature, so users can have access to direct periodic reporting. Finally, we would hope to introduce greater synchronization to other services like a full email and contacts sync. These new features will be available as part of an advanced plan. We only offer one plan at the moment which is \$12 per user per month; the advanced plan will be aimed at larger teams, offering a more sophisticated feature set.

CEOCFO: *What is your geographic reach today?*

Mr. FitzGerald: We are primarily based out of Ireland, which as you can imagine, offers a limited market, so from day one we have built our system with the U.S. market in mind. However, while our target market may be the U.S., our customers span from across the globe; and although geographically dispersed, they all have one thing in common, they love using our product. Our app is loved by people who want to increase their sales. Per capita, Australia would be one of our best markets, but the U.S. would be our largest.

CEOCFO: *Are you aware of similar concepts being tried in the past?*

Mr. FitzGerald: We are quite unique in the way we do things. We have an application where you can spend 99% of your time using it on a single page. Our system is more or less akin to using email. When you are using email, you do not need to go to any other pages or Settings, you click on emails to open them in the same screen. That concept is replicated in the OnePageCRM system; we've created a database where ease of use and minimal admin are at the core of the product. We focus on what users will need in a CRM system, not necessarily what they want, a CRM that's designed to help you get things done, without the time-consuming additional frills. Our product mission: To approach zero administration and be as easy to use as email.

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CEOCFO: *Are you surprised that more people do not have that concept?*

Mr. FitzGerald: It is quite a difficult concept to replicate. As the business grows, it can even prove a challenge for us to stay true to the original vision, but we have managed to stick to its principles. We live and breathe these features and take onboard all the feedback from our customers.

Our system's concept is like "Twitter for sales", where you have an action stream akin to a stream of tweets. We allow you to put in 140 characters of a next action, just like Twitter has 140 characters per tweet. That is what makes our application so powerful, when users come round to our way of thinking, they never look back.

CEOCFO: *Are you funded for the next step? Are you seeking partnership or investors?*

Mr. FitzGerald: We're very fortunate to have reached profitability for now. And while we can stand on our own feet with a good team and business, we will look at the option of a Series A investment next year. We have taken our time to create a great product and believe that by the end of this year we will double down on accelerating growth.

For more information visit: www.onepagecrm.com

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