

# Coachella Valley Women's Business Center

In partnership with:



## FREE TECHNOLOGY PRESENTATION: "Small Business Success With The Tools of CRM"



Coachella Valley Women's Business Center

U.S. Small Business Administration



**This is a no-cost event.**  
**Register online at:**  
**[www.cvwbc.org](http://www.cvwbc.org)**  
**by February 10, 2012.**  
**For more information, call**  
**CVWBC at**  
**760.345.9200**

Are the tools of Customer Relationship Management the new Silver Bullet for small businesses? Find out for yourself in this informative and interactive webinar. Learn how other businesses have successfully used CRM to:

- **Attract and Retain Customers**
- **Increase Revenue and Lower Operating Costs**
- **Support Marketing, Sales, and Customer Satisfaction**
- **Support Product Development**
- **Organize, Automate, and Synchronize Processes**

**You will learn the most popular CRM tools and how to implement the appropriate solution for your business.**

Date: Monday, February 13, 2012  
Time: 9:00 A.M. to 1:00 P.M.  
Location: 77-806 Flora Road, Suite C  
Palm Desert, CA 92211



The CVWBC is a cooperative program between IECE and the U.S. Small Business Administration. This U.S. Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. \*\*Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact Kim Scanlan, 760.345.9200, 77-806 Flora Road, Suite C, Palm Desert, 92211. Occasionally the cost of an event is underwritten by a third party sponsor. In those instances the CVWBC reserves the right to share registration information with those sponsors. This project was funded by the US Department of Commerce and the California Emerging Technology Fund.