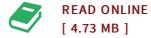




# Quality Crm: Strategies for Writing an Effective Style Guide (Paperback)

By Edward Kachinske, Timothy Kachinske

Createspace, United States, 2011. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. You ve invested a lot of resources in your customer relationship management (CRM) database. Staff have contributed input, you ve selected an implementation vendor and software for your database. Funds have been budgeted. Existing data sources have been analyzed. Now comes the hard part. It s easy to sometimes forget the core reason for creating a CRM system: your company needs a mechanism for keeping track of constituent data. This data is vital because it will contain information about past or prospective donors, volunteers or other constituents. Your nonprofit will depend on this data to carry out its mission and raise sufficient funds. The database is only as good as the data housed within. A CRM system containing bad data, incomplete records, old stuff, or inaccuracies can actually be more of a liability than not having a CRM system at all. If your CRM system contains 15,000 records, but half of the records contain incorrect address information, the quality of the data could cost thousands of dollars when you send a mailer. It could cost you hundreds of...



### Reviews

If you need to adding benefit, a must buy book. It is actually rally interesting through reading time period. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Olen Mills

An extremely awesome ebook with perfect and lucid reasons. This is certainly for all who statte there was not a well worth looking at. Your daily life span will likely be convert as soon as you complete looking over this book.

-- Anahi Heaney

# Other Kindle Books



### The Range Dwellers (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Purchase one of 1st World Library s Classic Books and help support our free internet library of downloadable...



### Finally Free (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. Its been four years since Malakais death, and Kinara couldnt be happier. She and Amir are married...



### The Poor Man and His Princess (Paperback)

Mark Martinez, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The Poor Man and His Princess is a children s short story about unconditional love, and the connection made...



## The Stories Mother Nature Told Her Children (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Purchase one of 1st World Library s Classic Books and help support our free internet library of downloadable...



### Coralie (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Purchase one of 1st World Library s Classic Books and help support our free internet library of downloadable...



# DK Readers L3: Extreme Sports (Paperback)

DK Publishing (Dorling Kindersley), United States, 2001. Paperback. Book Condition: New. 216 x 183 mm. Language: English. Brand New Book. Are you ready for the ultimate book on daredevil sports? Whether it's steep skiing or freestyle motorcross -- this book...