CRM: It's All About Relationships

Minneapolis, Minnesota; January 31, 2018 – For years, Bromelkamp Company LLC has been recognized as a leading provider of integrated software for foundations and grantmakers. Many know the leaders and consultants of Bromelkamp Company also bring years of expertise as grantmakers and thought leaders. In addition, Bromelkamp Company product developers recognize that the evolution of software function depends on the demands of the end user – who today are focused on better tracking all matters related to donors, grant seekers, and community stakeholders. Bromelkamp's recent activities include the release of robust CRM (Customer Relationship Management)-centered software, Akoya.net.

Recognizing that software is half of the solution, and the other half is putting the solution to work using an organization's processes and data management, Meghan Davignon, Director of Business Development at Bromelkamp Company LLC, is conducting a free interactive session emphasizing relationship management. No matter which software solution you use, this discussion will influence how you work.

Grants management systems have existed for several decades, but many have not evolved beyond the routine tasks of recording and processing transactions. The latest available technologies not only allow one to manage transactions, but also document and help cultivate relationships with grantees, collaborators, donors, and other stakeholders. CRM systems come in various shapes and sizes, but the best among them offer several core functions to take your grants program to the next level: relationship-focused activity tracking, automated workflows, and robust integration with office software and third-party data. Join us for a conversation about how your grants management software can go beyond transactions and help you build your community.

Join Meghan Davignon for an upcoming free webinar CRM: It's All About Relationships, Thursday February 15, 2018 at 1:00 pm (CT) register here.

Participants will have the opportunity to engage in lively discussion and network with colleagues while:

- Gaining an understanding of how Customer Relationship Management (CRM) applies to grants management
- Learning how a CRM system can be used to increase efficiency
- Seeing how CRM integration can streamline data management

About Bromelkamp Company LLC

Bromelkamp Company LLC's mission is to foster the work of grantmakers through technology and advice that enables effectiveness and innovation. Our vision is that our clients are free to focus on the mission of their own organization because of us. At Bromelkamp Company we deliver outstanding service and provide personalized customer support. Your needs are where we start, and we are committed to your ongoing success. Learn more about Bromelkamp Company LLC and our software solutions at http://www.bromelkamp.com/.

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