

What are you doing with all those business cards?

July 2005

*"Never
Ending
Alternatives"*



Customer Relationship Management (CRM)

This quick reference page was developed to provide some insight into various ways to manage your business cards and/or contact information. It is not an attempt to tell all and cover every angle of these products and approaches. We hope it helps introduce options.

	Feature	Roledex or Box	Spreadsheet (MS Excel)	Outlook	MLM Easy Money \$85	ACT! \$180@ SAMs
1.	Effort	None	Type or Scan	Type or Scan	Type or Scan	Type or Scan
2.	Search / Find	No	yes	Yes	Yes – great!	Yes – great!
3.	Create Mailing Labels	No	Yes	Yes	Yes – from menu	Yes – from menu
4.	Move to next tool	Type or Scan	Yes	Yes	Yes	Yes
5.	Keeps track of "touchpoints" or "Top of Mind Awareness"	On paper or DayTimer or other lists	Use Columns of Spreadsheet	Use Notes Field (hard to search)	Yes – easy to search; auto entries	Yes – easy to search; auto entries
6.	Distribution Lists or Groupings	No	Yes – hard to do multiple groups	Yes – Use Categories and multiple groups	Yes – great on multiple groups	Yes – great on multiple groups
7.	Group emails – not with AOL and some Yahoo and MSN emails	No	Kinda	Yes	Awesome	Awesome
8.	Find customers of certain product or service	Kinda – if organized in boxes that way	Kinda – if a column made for that	Maybe by using a different field on the screen	Yes	Yes
9.	Connect to Palm	No	Yes, manually import	Yes – sync	Yes – but \$40 extra	Yes

References/More Details:

- MS Outlook and MS Excel – Microsoft. Not referring to Outlook Express or MS Works spreadsheet (which could work too).
- **MLM Easy Money** – www.mlmeasymoney.com - \$80 for standard package. Custom Editions for many MLM companies (Mary Kay, Arbonne, Tupperware, Discovery Toys, Mannatech, Stampin' Up, Southern Living at Home, PartyLite, etc.). 90-day money back guarantee. Includes simple financial software (which is pretty good). Great package and good price for anyone (not just MLM).
- This chart is not intended to be all knowing. It is to expose small businesses to the possibilities of various alternatives.

NEA Company has experience with all these methods, setup and transferring from one to the other. We also have a business card scanning machine for rent if you wish to scan your cards into your tool-of-choice at \$50 for 5 days or we can scan for 25-30c per card. Training and/or consultation is \$35/hour.