

Combining precise sales data with mobile technology

As providers of databases of small, medium and large companies, Matrix Marketing has partnered with mobile sales company Tracer to deliver a mobile solution for sales teams. Tracer CRM Mobile is a browser-based platform that provides remote management of sales, service and technical people via a web-enabled cellphone and enables them to log on to the system, see their allocated leads in the database, make appointments or changes to appointments, and see a geocoded map of how to get to the prospective client.

For more, visit: <https://www.bizcommunity.com>