



MAY 2024

Boost *Efficiency*,
Enhance *Insights*,
Drive *Sales*!

Quick Edit, Outlook Extension, and Sales Trends Analysis!

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Quick Edit Feature Now Available:

Introducing the Quick Edit feature, live on detail pages for Leads, Accounts, and Opportunities.

SalezShark Extension for Outlook is Live:

The new SalezShark Extension for Outlook is here, making prospect and customer management easier than ever.

Pay Close Attention to 2024 Sales Trends:

Data-driven sales are on the rise, increasing profits and reducing costs.

Tips & Tricks

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- **Email Marketing Trends to Watch in 2024:** Stay ahead with the latest email marketing strategies.

Your Feedback Matters

We value your feedback to help us improve and provide the best experience. Share your thoughts and suggestions with us.

Thank you for being part of our journey!

What's New in SalezShark?

Say hello to the Quick Edit feature, now live on the detail pages for Leads, Accounts, and Opportunities.

Key Highlights:

- **Better User Experience:**
Quickly update information directly on the detail pages without switching to a different screen.



Exciting New Feature:

Quick Edit Now Available!

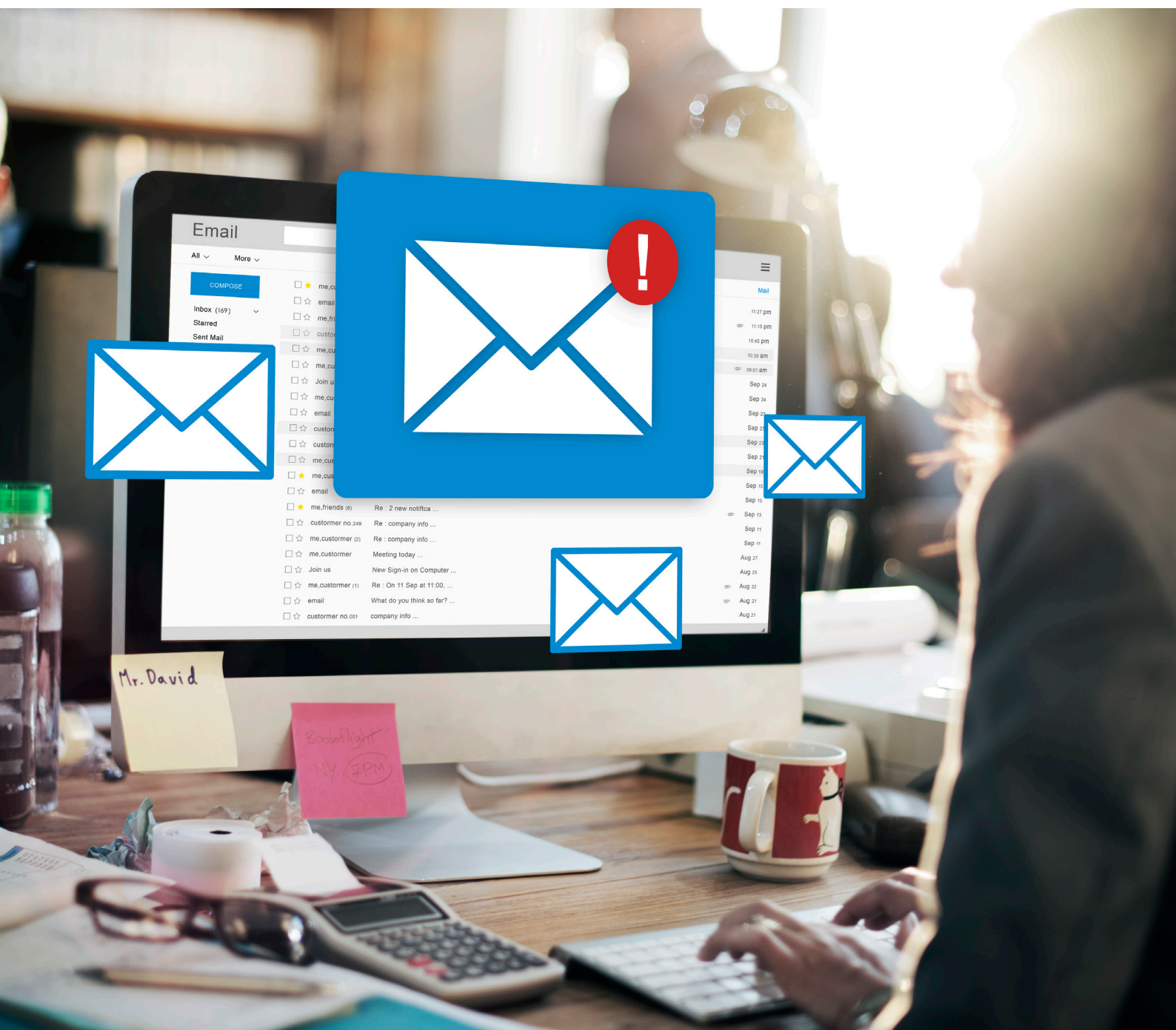
- **More Efficient:**
Edit fields like contact details, status, and other important info with just one click.
- **Boosted Productivity:**
Make instant changes and get back to your tasks faster.

Try out the Quick Edit feature today and see how it can make your workflow even smoother!

SalezShark Extension for Outlook is Live:

Seamlessly Manage Prospects and Customers

The SalezShark Extension for Outlook, designed to make managing prospects and customers easier than ever is now live. This new tool lets you integrate your Outlook account with SalezShark CRM, boosting productivity and efficiency. Key features include fetching contacts from Outlook and adding them directly to the CRM, and automatically logging all interactions and activities. With this extension, you'll save time, enhance accuracy, and improve customer relationships. Try it today to streamline your sales and customer management workflow!



Pay close attention to 2024 sales trends

These days, everything seems to be driven by data, and sales are no exception. Data-driven selling involves carefully collecting, analyzing, and using data to shape sales strategies. It takes effort, but is it worth it?

Research from Lucidchart says yes:

“Data-driven sales can increase profits by up to 8% and reduce overall operation costs by 10%”

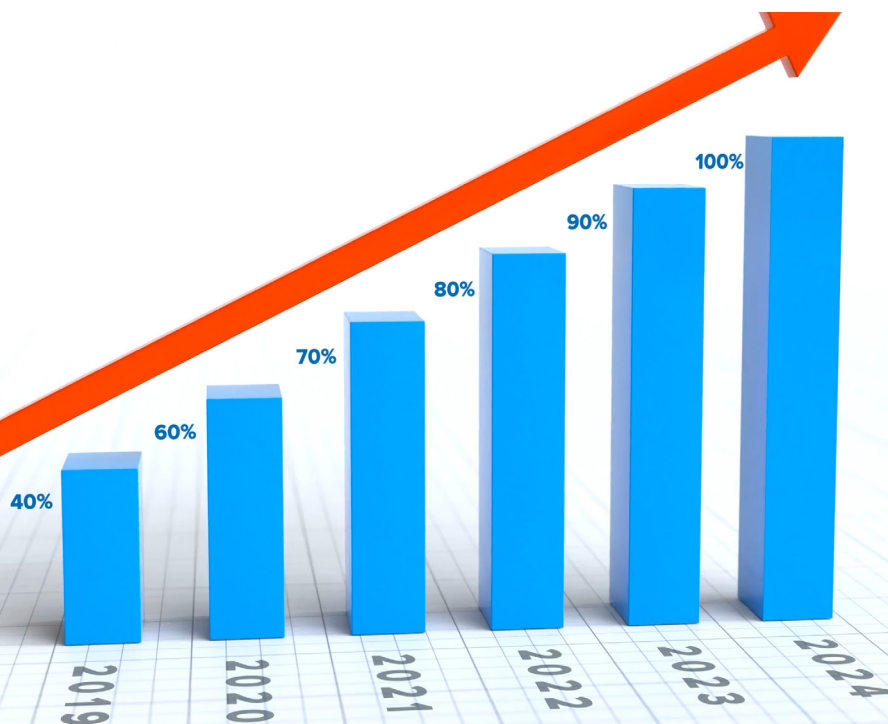
Cold calling still has its merits, but in 2024, businesses are enhancing sales through live chat and chatbots. This shift aligns with the growing trend of AI in sales, emphasizing a conversational customer experience. By maintaining ongoing, personalized conversations, businesses can leverage their customer history to offer better solutions.

76% of B2B buyers find it helpful to speak with someone in-person or over the phone.

Approximately 15% prefer in-person conversations with companies they frequently engage with.

Only 4% of buyers consistently prefer digital communication.

SOURCE: FINANCES ONLINE AND MCKINSEY





TIPS & TRICKS

The Rise of Influencer Marketing

In today's world, marketing has changed a lot. One big change is the rise of influencer marketing. Influencer marketing is when companies use people with a large online following to promote their products or services. These people are called influencers. They have many followers on social media platforms like Instagram, YouTube, and TikTok. The blog will discuss why influencer marketing is important and how you can use it for your business.

[READ MORE](#)

Email Marketing Trends to Watch in 2024: What's Next for Your Campaigns?

In the fast-paced world of digital marketing, staying ahead of the curve is crucial for success. As we step into 2024, email marketing continues to evolve, presenting new opportunities and challenges for businesses. Let's explore some of the top email marketing trends to watch out for in 2024 and how you can leverage them to supercharge your campaigns.

[READ MORE](#)



Your Feedback Matters

At SalezShark, we truly value your feedback as it plays an integral role in shaping our services to meet your needs and expectations. Your input guides our continuous improvement efforts, ensuring that we provide you with the best possible experience. We encourage you to share your thoughts, suggestions, and experiences with us, as they serve as the compass that directs our commitment to excellence. Thank you for being an essential part of our journey, and we look forward to hearing from you.



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