

SALEZSHARK

Your Business with
SalezShark's April Newsletter!



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Welcome to the April Edition of the SalezShark Newsletter!

As spring blooms and new opportunities arise, we're excited to bring you the latest updates, insights, and features from the world of sales and marketing.

Stay on Schedule Everywhere

Manage Your Activities Effortlessly Across Time Zones with Our Latest App Update.

New Feature: Outlook Add-in

Learn about the upcoming SalezShark Outlook Add-in feature launching in May for enhanced productivity.

Client Spotlight

Discover our newest partners and clients who have recently joined the SalezShark family.

Tips & Tricks

Ineffective Sales Language: Explore the top 10 ineffective sales language to avoid during your conversations with prospects.

Forecast Analysis

CRM Sales Software: Gain insights into the predicted growth and trends in the CRM sales software market until 2027

Stay Connected

Don't forget to follow us on social media and subscribe to our blog for the latest updates, news, and insights from SalezShark. Let's stay connected and continue to grow together in 2024!

Missed our previous newsletters?

Catch up on all the excitement on our Newsletter Archive.

[Read Now](#)

What's New **In SalezShark?**

Seamless Time Management:

Let Our App Do the Time Zone Tango for You!

We're thrilled to announce that the latest versions of our mobile apps for iOS and Android are now available on the App Store and Play Store! This update introduces a fantastic new feature designed to simplify activity management across different time zones.



Here's what's new



Easy Scheduling

Bid farewell to the headache of figuring out time differences when scheduling meetings or events in different parts of the world.



Time Zone Magic

Our app automatically adjusts meeting times to match your current time zone, eliminating the stress of missed appointments or confusion.



Better Organization

Stay effortlessly organized no matter where you are, thanks to improved features that keep your schedule neat and tidy.

Seamless Integration, Limitless Productivity:

SalezShark's **Outlook** Add-in, Coming Soon in May!

Get ready to supercharge your productivity with the upcoming SalezShark Add-in feature for Outlook, launching in the first week of May. Seamlessly integrate SalezShark's powerful CRM tools directly into your Outlook inbox, allowing you to manage contacts, emails, and tasks effortlessly, all in one place. Say goodbye to switching between platforms and hello to streamlined efficiency with SalezShark Add-in for Outlook! Stay tuned for more updates.

Forecast Analysis

CRM Sales Software, Worldwide

According to Gartner's research, the factors projected to propel the \$20.6 billion CRM sales software market towards a robust compound annual growth rate of 12.9% over the next five years until 2027. This growth is anticipated despite the cautious economic outlook on a global scale.

Predictions for the Future:

By 2027,

AI-related spending by end-users is expected to exceed **10% of total CRM sales software** spending. Of this, approximately **60% will be attributed to generative AI (GenAI) technologies.**

By 2027,

it is anticipated that **92% of large enterprises in North America** will have embraced sales software, marking a significant increase from the **87% adoption rate observed in 2022.**

In the same timeframe, approximately 50% of decisions regarding replacement CRM sales technology will involve solutions that include modules from other CRM or customer experience (CX) suites, rather than stand-alone sales software.



Welcoming Our Newest Partners

to the SalezShark Family!

We are thrilled to announce the addition of several esteemed organizations to our growing list of clients! Thapar Immigration, Fabricaasto, Qwixpert, and Blue Jadeitte Construction have all joined hands with us to streamline their sales and marketing efforts using SalezShark's innovative CRM solutions. Additionally, we are excited to onboard Learning Candid India Pvt Ltd, G2 Cyber Security, Durvah IT Consulting Pvt. Ltd, Mahindra University, and UKG to SalezShark Connect+, enabling them to leverage advanced features for enhanced productivity and efficiency.



We extend a warm welcome to our new partners and look forward to supporting their success journey with our cutting-edge tools and personalized service.

TIPS & TRICKS

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Ineffective Sales Language

You Should Avoid in 2024

In sales, words hold immense power. They can either draw prospects in or push them away. It's crucial to avoid certain words that might evoke negative responses. Let's look at these words to avoid in sales chats and suggest better ones for clearer communication. By picking the right words, we can make our sales talks more interesting and convincing. This helps us connect better with potential customers and boosts our chances of making a sale.

How to Revive Your Unresponsive Prospects

Read More →

Every sales development representative has been through a similar situation- cold or dead prospect. We can imagine you being starry-eyed in the pursuit of a hot prospect, expecting to bag it immediately. Yet, like we always say in the world of Sales: the bigger the prospect the more elusive it is. However, one often ends up with a list of prospects that continue to elude you despite significant time investment. All that lead generation management amounted to nothing, it seems....but wait! Help is on your way!



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.

SALEZSHARK

SalezShark Inc.


SalezShark Software India Pvt. LTD.

U.S.A.: 696 Miller Ave, Great Falls, VA 22066

India: 105, First Floor, Chiranjiv Tower, Nehru Place, Delhi - 110019

 www.salezshark.com

 contact@salezshark.com

 +1-214-560-0877

 +91-901-573-1800

