

# CUSTOMER CONQUEST

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CRM Gadget - another highly efficient channel to generate qualified leads for your CRM

Absolutely easy and without configuration effort.

The screenshot displays the CRM Gadget interface. On the left, a Google Local Search window shows results for 'Autohaus' in Munich, Germany. The results include 'Mercedes-Benz Showroom am Odeonsplatz', 'Aston Martin München', and 'Autohaus Avalon München GmbH'. Each result includes the address, phone number, and a link to 'add to spreadsheet'. On the right, a 'Spreadsheet' window shows a table with the following data:

Del	Name	Address	Phone
1	Mercedes-Benz Showroom a	Brienner Straße 1, München,	089 12061298
2	Aston Martin München	Odeonsplatz 2, München,	089 287012-0
3	Auto König	Maximiliansplatz 9, München,	089 544790-0



## Easily identify new customers - easily import them into your CRM

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Customer conquest is one of the core disciplines of CRM. CRM Gadget helps you enhance your CRM system with another channel to easily generate qualified leads. Without configuration effort.

It has never been easier to generate new qualified leads. All around the world! Search with Google local search for keywords, limit your search results to cities, regions or countries, choose the right prospect and transfer the data into your CRM with a single mouse click. Including address and communication data. You wish enhance your CRM data with all car dealerships in Munich? No problem at all! Search for the keyword "car dealership" and narrow your search to Munich, Germany. Let CRM Gadget do the rest! A perfect solution for direct marketing.

You are searching the ideal location for a new affiliate? You want to know about your competitors' locations? Or you just want to know the perfect place for your billboard advertising? Search for a keyword (an industrial sector for example) and a city, and place your icon on the map. You will immediately see the top 4 results next to your icon. You can easily view detail information and import the data into your CRM system.

Search  
Bank: Munche  
What?: Where?



Lead generation is an external module for Oracle CRM on Demand. It works as an independent service via internet and requires no customization effort. Take a look at the lead generation of CRM Gadget at [www.crm-gadget.com](http://www.crm-gadget.com).