

## Going Global with your CRM add-ons

Have you ever wondered what would be involved in taking your favourite CRM extension and marketing it to the rest of the world? Sage has done everyone in our community a favour by creating the Apps & Extras space, but there are other issues to consider. Time zone differences and language barriers are obvious challenges. And, if a solution is going to make any headway, it should have User Guides and Fact Sheets – each in the language of the market you are going after. Beyond that, you will have to get the word out to the different local Sage CRM communities around the world. If you are serious about becoming a 3<sup>rd</sup> party solution provider then, like everything else in life, it's going to take time and effort. Do you have the resources to bring this all together?

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My name is Dan Cousins and I specialize in Sage CRM and in representing 3<sup>rd</sup> party solutions for Sage CRM within the North American market. Currently, I have agency agreements with Sellmore, UBA and with Lexnet's CRM-411 solution. Each of these companies has their own motives for wanting to establish an agent. Time zone differences and language barriers were contributing factors. Hazem, the owner of UBA, was tired of doing presentations in the middle of the night☹. But also, each company felt that it was in their best interest to have a 'local' presence without having to make a significant investment. That I have the desire as well as a plan to help CRM developers promote their solutions was also a driver.

My partnership with Sellmore (formerly Schwarz auf Weiss) will help illustrate the steps and work involved in getting a partnership off the ground. Over the past 2 years, Sellmore has grown to be Germany's leading Sage CRM development partner. My relationship with Sellmore began this past summer. I saw that they had posted several solutions to the Apps & Extras forum so I emailed them to see if they were open to the idea of having a North American representative. From there I had a video call (Skype call) with the owner Michael. This was followed by a second call which included their lead developer, Georg. Our next step was to agree to an action plan and an agency agreement. With a plan and commitments to one another in place, I began installing Sellmore products on a test environment and getting trained on how the solutions worked. On September 14<sup>th</sup> we issued an email announcement to approximately 1,200 people in the North American Sage CRM community. Aside from learning the products and providing demonstrations to the channel, I am helping develop the English version user guides, product 'translations' and creating product fact sheets. For early November the intention is to have a series of short video infomercials that will be linked to each solution in the Apps & Extras forum – as well as posted on the [www.dcaa.ca](http://www.dcaa.ca) website. Ideally, these videos will be available in German too. It will take several months before I am up to speed on all of Sellmore's extension products. By that time Sellmore's developers will likely have something new. Certainly I am helping pave the way for whoever represents Sellmore in Australia ;)

From Sellmore's side – they are making a significant effort too. For starters, they have rebranded themselves to have a more global appeal. Beyond that, throughout any given week there will be several emails between their marketing and technical staff and myself. If an English translation or programming issue is identified, the technical team are very responsive. The commitment Sellmore has shown to this relationship is, so far, everything it needs to be. As



# SageCRM

we move forward in our relationship, we continually improve our process of effectively working together.

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