



CUSTOMER SUCCESS STORY

**CUSTOMER**

Winged Victory USA

**INDUSTRY**

Educational Tours

**LOCATION**

Portsmouth, New Hampshire

**Number of Locations**

Worldwide

**Number of Employees**

Total of Seven  
(Three USA / 4 Visit Canada)

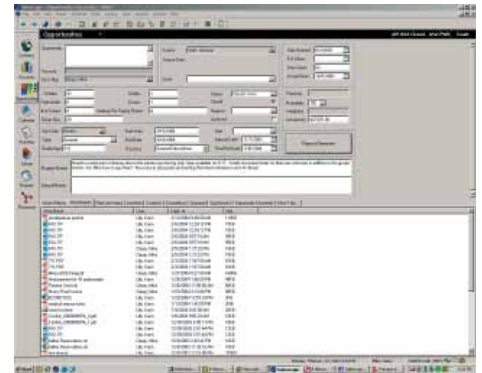
**SYSTEM**

Sage CRM SalesLogix  
Sage CRM SalesLogix  
KnowledgeSync

## Sage CRM SalesLogix Gives Winged Victory an Educational Tour of CRM

The Winged Victory family of companies has been providing educational tours to students, spanning the rich histories of cities such as Boston, Chicago, Miami, Montreal, New York, Philadelphia, Quebec, Toronto, and Washington DC, since 1986. These tours offer students an exciting learning experience that keeps them and their teachers coming back. When entrepreneur and company president, Mike Cleary, purchased managing interest in Winged Victory USA, he saw great potential to expand the sales of these popular tours and embarked on his own educational tour of customer relationship management (CRM) solutions to help achieve his vision.

Prior to Cleary, Winged Victory's sales team used Word, Excel, and Access to track customer information. None of this information was linked, making it difficult to keep up with current customers and prospects. Cleary knew that in order for his company to be successful with its customer relationships, it had to streamline its sales processes.



**An Affordable Solution**

Cleary's initial foray into CRM was with ACT! by Sage, the best-selling contact manager from Sage Software. As his business continued to grow, Cleary realized that his organization was ready for a robust CRM solution. He considered GoldMine but ultimately selected Sage CRM SalesLogix, a natural migration path because of the similar interface and workflow it shares with ACT!. "GoldMine did not offer the breadth of benefits we saw in Sage CRM SalesLogix. When I looked at Sage CRM SalesLogix, it blew me away! It was affordable, intuitive, and provided us with exactly what we were looking for," explains Cleary.

**CHALLENGE**

Winged Victory needed an affordable and easy-to-use CRM solution to streamline its sales processes.

**SOLUTION**

Sage CRM SalesLogix integrated with Winged Victory's existing proposal generation software and its QuickBooks accounting solution, allowing sales to view complete customer information within Sage CRM SalesLogix.

**RESULTS**

With Sage CRM SalesLogix, Winged Victory has been able to efficiently track customer information and follow up with prospects, thus increasing sales by more than 76 percent.

