



# DRIVING BETTER SPONSOR RELATIONS

with Sage CRM



Customer

**Nissan Motorsport**

Industry

**Automotive**

Location

**Australia**

System

**Sage CRM**

## Overview

When Japanese motor vehicle manufacturer, Nissan, announced it was partnering with the Kelly Racing team to join Australia's V8 Supercar Championship in 2013, it sparked one of the biggest motor racing stories of the year.

Once a staple of the Australian Touring Car Championship, Nissan had been absent from the sport for 21 years. Nissan's commitment to run four cars with the up-and-coming Kelly Racing team was a welcome return to Australian motor racing for Nissan.

This partnership also helped created one of the largest teams in the V8 Supercar series.

## A mechanical and business challenge

Over the proceeding past 18 months, the Nissan Motorsport team worked solidly to adapt their production-based cars to the demands of racing. Nissan Motorsport also concentrated on building the business side of the venture, establishing 55 sponsor relationships with brands like Jack Daniel's and Symantec.

In early 2014, the growing number of partners convinced Nick Ryan, General Manager of Marketing and Sponsorship at Nissan Motorsport, that it was time to bring a more systematic approach to the management of sponsor relations.



"A large part of our business is relationships," Ryan says. "We have a myriad of business partners investing in the team in some shape or form. Managing those relationships efficiently and effectively is essential."

He also recognised that a good CRM would support the sales function. "We're always on the lookout for new partners. I wanted us to have the processes and back end systems to support that function," he adds.

## A central portal for coordinated communication

Having worked with CRM applications in the past, Ryan was clear about his requirements. "It was important to have a central portal for communication, one that everyone involved in sponsorships could have access to so that we wouldn't overlap on opportunities."

He says, "I wanted a system that would help us keep track of communication and provide prompts for simple things such as reminding us when it was time to get back to people. It was important to me to ensure the transition was simple and that the software was user friendly. It had to allow anyone in our business – even those not working day-to-day on the sales function – to log into the software and obtain reports with simplicity."

Ryan singled out Sage CRM as a solution for Nissan Motorsport. "It was a relationship we specifically set out to facilitate," he says. "Sage had the software that could fill a gap in our business."

Ryan went to Sage and outlined what he hoped to achieve with CRM. Sage agreed to come on board as a sponsor, offering to provide and to help set up Sage CRM for the motor racing team.

## A single system instead of multiple spreadsheets

By March 2014 Sage CRM was in place and the organization's sponsorship staff began using it to manage partner interactions.

The central repository of information in Sage CRM has increased efficiency within the team and ensures partner communication remains consistent at all times. It has also helped to streamline the sales process.

*"Sage CRM gives us the ability to track sales activity across the team. We can follow any new sales leads or opportunities, and manage the sales process. That's the most important thing for us."*

Nick Ryan,  
General Manager of Marketing and Sponsorship  
Nissan Motorsport