



# Sugar Sell Editions Overview & Comparison Chart

AI and high-definition CX are within reach for sales teams of all sizes.

RECOMMENDED		
<p style="text-align: center;"><b>Sell Premier</b></p> <p>Comprehensive sales force automation capabilities for complex business with built-in AI and enhanced support.</p>	<p style="text-align: center;"><b>Sell Advanced</b></p> <p>Enhanced sales force automation and generous extensibility with add-ons with AI capabilities and standard support.</p>	<p style="text-align: center;"><b>Sell Essentials</b></p> <p>Sales force automation for growing teams needing 3-5 seats with basic support and ease of upgrade.</p>

The following information is a side-by-side comparison of Sugar Sell editions. The features listed in this table are high-level descriptions of functions. If you have additional questions, please speak with your Sugar Partner or SugarCRM representative.

Capability	Description	Sell Premier	Sell Advanced	Sell Essentials
<b>Account Management</b>	Get a 360-degree view of everything happening with your customer's organization.	•	•	•
<b>Contact Management</b>	Grow a personal relationship with key contacts within your account. Convert leads to contacts and cultivate deeper insights to better serve all contacts	•	•	•
<b>Lead Management</b>	Manage how leads are processed, analyzed, and qualified so you can convert and keep track of the leads that become opportunities.	•	•	•
<b>Opportunity Management</b>	Keep track of and cultivate each individual opportunity. Manage each opportunity from start to finish and keep track of your progress. Have everything you need to know always at your fingertips.	•	•	•
<b>Activity Management</b>	Sugar's intuitive interface and data capturing capabilities make it easy to collect customer conversations and interactions and surface critical insights.	•	•	•
<b>Pipeline Management</b>	Get visibility into your entire pipeline across all opportunities and how close they are to becoming new customers.	•	•	•
<b>Forecasting &amp; Quota Management</b>	Give sales reps and sales managers role-specific views of their forecasting commitments while improving accuracy and visibility into quota attainment.	•	•	•
<b>Quote Management</b>	Quickly create quotes & contracts and shorten the time to close; Coordinate discounts, inventory, and delivery dates to meet your customer needs.	•	•	•
<b>Subscription Management</b>	Support subscription-based business models and renewals management. Generate renewal opportunities, prorate cross-sell and up-sell opportunities, and track and manage customer entitlements.	•	•	•
<b>Reporting and Analytics</b>	Access and customize reports and interactive dashboards, giving you real-time, actionable customer insights and visibility into business activities, KPIs, and trends.	•	•	•
<b>Mobility</b>	Enable your road warriors to take the power of Sell with them in their pocket. Available for iOS and Android with offline capabilities and customizable layouts. Sellers can trigger automation, access dashboards, create opportunities and quotes, generate documents, and interact with customers.	•	•	•

Capability	Description	Sell Premier	Sell Advanced	Sell Essentials
<b>Omni-channel Communications</b>	Communicate with customers via email, call, or chat. Gain access to relevant customer details during conversations without navigating away from their current view.	●	●	●
<b>Collaboration &amp; Teamwork</b>	Better together: boost teamwork and alignment across different business units or departments collaborating to nurture leads and close opportunities.	●	●	●
<b>Business Process Management</b>	Define, design, and standardize complex business processes. Manage approvals and automate the execution of repetitive tasks.	●	●	●
<b>Intelligent Lead Prioritization</b>	Prioritize leads based on AI-powered predictive lead-conversion scores. Expand on past successes by leveraging insights from matching lead profiles to similar accounts.	●	●	
<b>Intelligent Opportunity Prioritization</b>	More accurately predict the fate of sales opportunities and ultimately increase your win rates by focusing your efforts on the right opportunities.	●	●	
<b>Guided Selling</b>	Design, visualize, and automate sales processes. Create playbooks and templates for sales plays, sales methodologies, guided selling, lead nurturing, and more.	●	\$	
<b>Data Enrichment and News Feed</b>	Automatically enrich your customer and prospect data with relevant external insight and news. Add customers and competitors to a customizable newsfeed.	●	\$	
<b>Mail &amp; Calendar Integration</b>	Work with your Sugar data directly within Outlook or Gmail. Hassle-free meeting scheduling. Automatically sync conversations, meetings, and people into your CRM.	●	\$	
<b>Geo Mapping</b>	See which accounts and leads are in closest proximity to each other. Plot the results on a map and chart the most efficient path. Route leads or accounts by territory.	●	\$	
<b>Advanced Forecasting &amp; Pipeline Insights</b>	Understand how your pipeline, quota, forecast, and attainment evolve over time with advanced visualizations, notifications, and automatic alerts.	●		

## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.providentcrm.com](http://www.providentcrm.com) or follow [@providentcrm](https://twitter.com/providentcrm)