**What does Lara Office CRM?**

Lara Office helps businesses of all size better manage their businesses including Marketing, Sales, Support, Ordering and accounting.

CRM stands for Customer Relationship Management and it refers to a set of software programs or apps that let companies keep track of everything they do with their existing and potential customers.

At the simplest level, CRM software lets you keep track of all the contact information for these customers. Who are the customers, what are they buying, how often are they buying etc.

**What can Lara Office CRM do?**

A Lara Office CRM system helps you recognize customers and prospective customers, understand their preferences, appreciate their needs and respond to their requests quickly, effectively and efficiently. It enables you to track, organize, and use information so that you offer a more personalized and tailored experience.

**What is an Invoice ?**

Invoices is feature in Lara Office CRM that allows you to specifies what a Custumer must pay the Sales Agent/Admin according to the payment terms. Payment terms indicate the maximum amount of time that a buyer has to pay for the goods and/or services that they have purchased from the seller.