

# Why Your Business Needs a CRM Now!

*Scale sales processes and marketing automation while fueling business growth*

## Why do you need a CRM?

Customer Relationship Management is the lifeblood for every business. Tuning into prospect needs throughout the marketing funnel turns them into customers. Caring for customers across the relationship lifecycle keeps them coming back for more products and services. And if you leverage CRM to its fullest extent, customers turn into advocates who promote your business!

## Does your growth plan still live on a spreadsheet?

While large enterprises rely on centralized CRM platforms, sales and marketing teams at some SMBs use spreadsheets and other manual systems—often because they think CRM solutions are too costly and cumbersome to implement. While a single user can work somewhat effectively with spreadsheets to track prospect and customer activity, this approach is difficult to coordinate across sales, marketing and management teams. There are simply too many people who need to collaborate on managing the customer base, and they need access to real-time data.

## Data alignment for transparency and planning

When users rely on spreadsheets, vital information gets stored in silos. Marketing and sales teams don't know what the other department is doing, and managers find it difficult to evaluate individual performance. Critical decision-making on how to close more deals and expand more relationships is near impossible to acquire due to the lack of real data insights.

Ultimately, the cost of sales and marketing teams working inefficiently plus the lost opportunities to generate revenue far exceed the cost of implementing a CRM solution.

## 6 Key Benefits of a CRM Investment

To help your business measure and justify the value of investing in a CRM platform, here are six benefits you can count on:

### 1 Customer Retention

The information inside a CRM platform helps you know your customers so you better understand their needs and can match your products and services to those needs. This solution-selling approach with existing clients helps you grow the size of your accounts and increase customer satisfaction and retention. Such organic growth also forms a more solid and profitable business foundation vs. chasing new business. Plus, sales can be highly responsive to customers and document centralized notes about their business strategies. As they track the history of interactions, they can be consultants and nurture customer relationships—so customers feel as though you are an active, solution-driven adviser to their organizations.



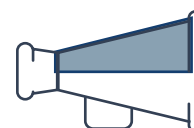
### 2 Customer Segmentation

CRM brings all your prospect and customer information into one centralized database so you can easily see trends and demographics. As data insights emerge, you can develop ideal customer profiles for each of your products and services, and then focus your messaging on what each individual customer is most likely to buy. And as you build customer history, you can assess the types of potential customers you attract and where you are most successful among your customer segments—so you can more easily create winning business relationships with your clients.



### 3 Sales and Marketing Activity Tracking

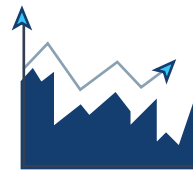
Besides valuable prospect and customer information, CRM platforms tell you how well your sales and marketing teams perform. In addition to intervening on specific opportunities, you can identify overall training needs in areas of weakness, whether it's for an individual or a team. Analyze where sales spends their time and help them realize which customers and activities to focus on and where to allocate their time. You can also recognize and reward team members who work efficiently.





## 4 Revenue Analysis

At a macro level, the management team can use the CRM platform to quickly pull real-time data and analyze the historical performance of sales teams by week, month, quarter or year. This makes it easier to spot seasonal trends and adjust inventory and resource bandwidth for what's coming in the future. You can also delve into how well different product lines and business units perform.



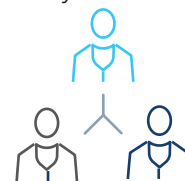
## 5 Sales Cycle/Pipeline Management

CRM platforms generate visibility into how long it takes to convert prospects into customers and the percentage of opportunities that turn into closed deals. The ability to forecast revenue is critical—not only for the sales team but also for the finance and operations teams. You can also identify multiple decision-makers for each prospect and tailor messaging to their personas, depending on the stage of the relationship lifecycle they are at. If one key customer contact leaves their company, you'll know who to reach out to in order to keep the relationship going.



## 6 Knowledge Transfer

Staff turnover, aka The Great Resignation, is a challenge faced by every business. Another important benefit of a CRM platform is the ability to not miss out on opportunities when someone leaves the company or transfers to a new role. With all customer and order information in one place, sales reps and marketing personnel can easily pick up the accounts and opportunities of other team members without starting from scratch. Prospects and customers won't feel disconnected as you continue to maintain relationships.



## Know Where You've **Been** and Plan Where You **Want to Go**

Because manual CRM approaches that use clunky spreadsheets tend to isolate vital information—sales, marketing and managers are forced to jump through hoops. As they waste valuable time, they may lose out on converting prospects and nurturing existing customers. In the end, not implementing CRM leads to higher costs than deploying a solution that allows you to leverage all your customer experience data so you know where you've been and can plan where you want to go.

To solve the CRM challenge, many SMBs turn to Microsoft Dynamics CRM, which is available as a cloud offering or on-premises installation and includes sales, marketing, customer service, field services, and project management capabilities. With a 360-degree view of interactions, engagements, and operations, you can quickly target the best prospects, identify important customers, and deliver winning proposals.

The basic version of Dynamics CRM can be implemented quickly, and as your teams get used to the functionality, you can add more sophistication. This approach helps increase adoption, which in turn leads to generating the most value from your CRM investment.

**For more information on how to implement a CRM solution for your business, contact us today!**

