

The Importance of CRM During a Recession

*“The sales development team is 80 percent more productive now that we are up and running with [Lawson M3 Sales and Marketing Automation].”
Julie Regan, Head of Sales Development, Aggreko*

At the moment, the only way to achieve your targets and to retain or grow your market share is to increase the intensity and improve the quality of your sales & marketing efforts.

Imagine knowing a customer in great detail at any given time. You know how much business they did with you last month.

You know that it was x% more than in the same month last year. You know that this customer cares more about quality than price. You know they've had one customer service call in the last 6 months.

You know the details of that conversation and every other interaction. You know this customer's business. You know their challenges.
You know them with the familiarity of a long term Acquaintance.

This is the power of Customer Relationship Management (CRM)

What is Customer Relationship Management?

CRM improves employee efficiency. It helps you to gain a complete view of your customer at any given time and has advanced reporting functionality, which provides a crucial basis for sales planning, marketing investment and tracking.

CRM is about understanding the buying habits and preferences of your customers and prospects so you can:

- Build and strengthen customer relationships to keep them coming back
- Provide value-added services that are difficult for competitors to duplicate
- Improve your product development and service delivery processes
- Increase company-wide awareness of your customer needs
- Reduce customer frustration by not asking the same questions over and over

By effectively integrating your marketing, sales and customer service functions, a good CRM system makes it easier for everyone inside your company to work together and share critical information. An effective CRM system empowers your customers and prospects to do business with you - the way they choose! Imagine connecting your customers to your employees and business partners across any department, through any process and via any communication device - phone, fax, email and internet.

*“This means our company is now fully empowered to effectively identify and track new opportunities, cut overheads, boost sales, and increase customer satisfaction. And all thanks to Sage CRM.”
Tim Oliver, Group Marketing Manager for Tensar International, Blackburn.*

How can CRM support your business?

CRM gives your customer facing teams user-friendly tools allowing them to offer the best possible customer experience.

Improve Sales Efficiency

CRM provides tools that help sales professionals find and retrieve vital information quickly and easily.

CRM provides a snap shot of the sales cycle from first contact to final sale, allowing sales teams to effectively analyse and manage the sales pipeline.

You can easily create and save quotes and orders so that they can be quickly retrieved in the future, saving you time and meaning you can focus on selling instead of administration.

Manage and Track Campaigns

With CRM, it's easy to view sales and marketing activities and objectives as well as leads generated and their follow up. You can drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost and list of prospects. This in-depth view of your campaigns allows you to eliminate the guesswork and put your marketing resources to their best use. NEVER miss another opportunity.

Improve Customer Relations

CRM can help customer service professionals to efficiently resolve customer issues by providing them with user-friendly tools to access relevant customer data including purchases, call and escalation histories, interactions, emails and documents sent and received. Armed with this customer knowledge, they can handle customer queries more quickly, which enhances and strengthens the customer experience and improves their own job satisfaction.

Every Day Tools for Effective Selling

CRM provides you with the tools you need to sell more effectively. It is an easy-to-use application that provides sales people with instant access to diaries, accounts, reports, pipelines, contacts, and call lists - in short, everything they need to get their job done. For your organisation, all this information is rolled up, tracked and reported on, giving continuous, meaningful and accurate reports on just how your sales team is performing.

How CRM benefits Sales Teams & Management

Manage Sales Groups More Effectively

To help you with your sales management, CRM delivers the essential reports, which let you know you know how the team is performing, who is winning business and who needs help. It eliminates the shocks and surprises that can destroy a good quarter. CRM allows you to organise teams and schedule calls with simple point-and click technology that co-ordinates and fills diaries. It brings control to your fingertips allowing you to sell lean and focus on the priorities.

“Sage CRM has helped us to open up more sales opportunities through better client management, without further expanding our sales force.”
Gary Millner, Corporate Relations and Communications Director,
the ifs School of Finance.

- CRM helps organisations to grow revenue more quickly, providing sales people with key tools to help them focus on the right deal at the right time.
- CRM provides a snapshot of the sales cycle from first contact to final sale, allowing your sales teams to effectively analyse and manage the sales pipeline.
- Allowing management to monitor and control the sales team

In these difficult times the value of one's existing customers needs to be maximised and CRM software will help you do it.

Contact onesys for your best CRM module on 0845 026 2255 or email info@onesys.co.uk