

# Five Things You'll Never Have to Do Again Once You Have a CRM Tool

*Automate Your Way to Profitability...*



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**With a CRM tool,  
precious time saved  
automating your  
sales and  
customer relations  
is time that can be  
spent winning new,  
more profitable  
business.**

There is certainly no shortage of compelling reasons to adopt a CRM tool. The headline benefits of a well-specified and well-deployed CRM system are clear for all to see.

For example:

- **Quick and easy access to up to date customer information.**
- **The simple scheduling of tasks and reminders.**
- **More profitable sales cycle management.**
- **Deeper, better informed management decision making.**

What's not necessarily recognized as much are the day to day benefits of automation. The kind of automation that eliminates repetitive, time-consuming sales and marketing chores and allows your sales force to consistently focus their efforts on what really matters - winning new business.

With between 30% to 50% of the leads entering your pipeline unready to buy, any automation that can help your team work those leads to the point of conversion has got to be a good thing.





The advantages for organizations using strong automation are ongoing. According to the Lenskold Group, companies using marketing automation report a 28% increase in revenue per sale. Sixty-six percent of respondents said they expected faster growth than their competitors. Put simply, a CRM tool matters, and if applied well, is a path to both stronger profits and healthier long-term growth.



## Here are five things you'll never have to do again once you have a CRM...

1

**Input new or revised data into multiple forms or databases.** Automated mapping and bi-directional synchronization takes care of version control and means that your sales force is connected and aligned. Organizations waste a huge amount of time hunting for up-to-date information - a CRM system presents a single, consolidated, and consistent window on your sales opportunities.

2

**Miss out on important prospect behavior.** Customer and prospect activity, such as visiting a web page, may be an indication of progress along the sales funnel. Setting up alerts to monitor actions gives you the opportunity to engage at exactly the right time.

3

**Assign the wrong lead to the wrong person.** Not all leads are equal. Automation grades your marketing leads using demographics and e-mail marketing data to prioritize and allocate them to the appropriate sales staff.

4

**Manually write acknowledgment e-mail messages.** Automation delivers instant e-mail responses to support cases and other e-mail issues. In addition to client-bound e-mail benefits, management can be automatically sent information through e-mail, such as details of a high value opportunity.

5

**Guestimate campaign success.** Tracking campaign revenue allows you to know which campaigns are proving successful and optimize resource allocation accordingly.



## Simply entering data into a system isn't the key to profits.

An effective CRM tool sets work flow routines designed according to the most effective sales rules and processes. It doesn't just focus on existing processes but seeks to consolidate, enhance and streamline. It is a CRM system that applies consistency and best practices, and reduces manual input.

The benefits appear naturally and profitably:

- **More sales**
- **Better customer retention**
- **More profitable relationships**

## The Future of CRM

According to a Forbes review of the Gartner findings, CRM systems and marketing automation provides significant benefits for sales and marketing organizations by delivering better qualified leads to the CRM system, helping sales improve conversion rates and increase ROI.

It is little wonder that so much attention is now being focused on CRM systems and marketing automation, with Gartner analysts predicting that by 2017, the CMO will spend more on IT than the CIO.

# Why Workbooks?



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