Bumping Up Sales Numbers With CRM

There is no doubt that a primary goal of bringing in CRM is to increase your sales. But you have to know how to do it properly otherwise you’ll end up frustrated when the CRM itself does not magically improve your numbers. It takes the CRM working in conjunction with the management of the system to arrive at incredible goals.

Using a CRM to store contact information is not allowing you to get maximum benefits out of the program. There’s little use for a CRM in this capacity, since you could accomplish the same thing with a spreadsheet. And it’s unlikely that you made the financial and time investment for a spectacular spreadsheet that does little more, right? In order to see results from your CRM, you have to work with it. CRM is more than just your pipeline-you need to know how to work with it to nurture and improve relationships with your current and your potential clients.

This means it is a good place to store your interactions and activities so that you can view big data. When used properly, your CRM is the foundation for outstanding customer service and loyalty. Left to just sit there with little interaction, however, does not give you all the tools you need to succeed. And you’ll just end up annoyed that you’re not seeing the results you wanted. You need to be prepared to use the information gained by the CRM to help you reach your targets.

Here are just a few of the things you can do when you have the right information captured in a CRM:

* Capture leads
* View reads and clicks by a person
* Track the webpages a customer visited
* Organize your contacts clearly
* Schedule activities and tasks
* Make workflow more automated
* Encourage relationships with new leads
* Manage customer service and support cases
* Increase revenue
* Conduct surveys

All of these contribute to your bottom line in one way or another. In order to get the most out of them, you should ensure that each department knows which pieces of the puzzle apply to them. Left alone, many employees will not interact with every piece of the CRM. You need to point out what is relevant for them and point them in the right direction. This can all be done at the very early stages of CRM adoption, but you also want to encourage regular use with the product to capitalize on goals.

When people seem stuck, they might not point it out to you directly. Instead, take lack of using something as a sign that your company either does not need it or that the company needs a training. Seeing how someone else works within the software is the best way to introduce new concepts or something that has been confusing in the past.