Day1 20-6-22

Pwc

Salesforce technology

Technology consulting

Clients->across the industry

Pwc-> collecting information validating information

The sales cycle is an end-to-end the journey.

Crm is all about

Sales force provides a basic model of technical side , industry side ,customer side

Sales force is number one crm there are many crms Microsoft and amazon

Who is a customer?

Actually paying for a product or a service.

Customer relationship-> eg u want to buy a chocolate u have 2 shops which are at same distance from your home who have 2setups shop 1 setup is stand in queue shop2 setup is digitalised so shop2 u prefer

Good experience u have with shop 2 so u want to go again.

Having positive customer relationship is important that is lo

Every business has a separate model to buy it has a different starategy

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Customers Experience

Customer Relationship

What is crm?

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Customer relationship management: is to improve the customer relationship

Data is important to know about our customers .How data insight can be used to provide experience

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For marketing database is important.

Sales : is ultimately when the product is bought

service : How you resolve the issues after taking the product

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Crm is only for large enterprise :myth

Only sales people use crm:myth

Crm software is just a part of overall business strategy :fact

Crm doesnot bring improvement overnight:fact

Crm uses chatbots and ai to replace salespeople:myth

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Signs why a product needs crm

Crm helps to predicts upsells,resells,crosssells.

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Crm helps u to forecast your business decisions like in next month what is your product of your business.

Pip

Graphical user interface

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Pipeline,opportunity,think mobile,analyticscheme,customersupport

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