

Why CRM

The core benefit of Customer Relationship Management (CRM) software is to get your team organized and boost sales. CRM does this through three key components: Visibility, Scalability, and Revenue.

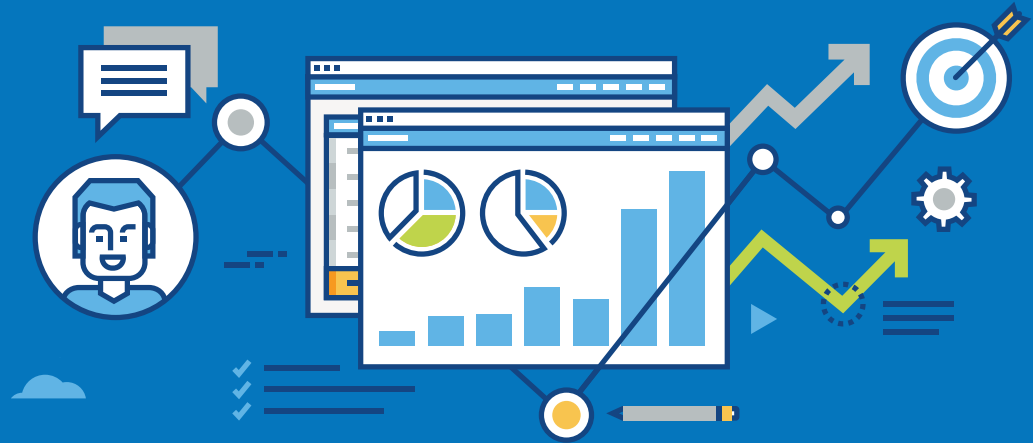
1 Visibility

A CRM creates a window into all stages of your sales pipeline. You'll gain powerful insight into the inner workings of your sales team by:

- Using reporting features such as customizable deal stages and deal tracking metrics to view every stage of the sales process.
- Audit your sales team's progress.
- Organize and adjust team roles based on performance.

Increased visibility to deals can help increase your time-to-close by

43%



2 Scalability

Once you have visibility into your sales team, you can begin to build out processes to manage them. A CRM gives you the means to manage and grow your business through a few different methods:

- Reporting Features: Use features like deal tracking and reporting to gain knowledge into your sales reps' performance.
- Secure Data: As you scale and grow your client base, make sure you can secure what's yours. Most CRM's give you full security over your precious lead and client information.

Strong sales and marketing alignment increases customer retention by **36%** and increases sales win rates by **38%**

3 Revenue

By using a CRM to make projections, scale, and create room for growth, you'll see a return on investment in no time.

The PipelineDeals CRM platform is a perfect example of this. As Dan Stifle, Partner at Sun X Solar Systems says, "We've doubled our revenue since we started using PipelineDeals. It put everyone on the same page and allowed our company to work seamlessly. And that has allowed us to grow as a company."

"We've **doubled** our revenue..."

EXTRA TIP! Adoption

Sounds simple - but you can't get insights from CRM if your coworkers aren't using it! Make sure to choose a CRM that's streamlined and easy-to-use. If you're looking for some good options, take a look at G2 Crowd's guidebook on CRM implementation. They provide an unbiased report directly from CRM users on ease of use and adoption.

