

# Building shareholder value WITH CRM

At the heart of virtually all businesses lies a desire for growth. As a business leader, you care about delivering shareholder value and that largely boils down to two things: increasing revenue and improving profitability.

## INCREASE REVENUE

Using a CRM platform gives you a better understanding of what is going on in your business.

First it helps you **identify issues**. You make a significant investment in sales and marketing so it's important to understand the effectiveness of these functions. CRM will give you a view of whether your investment in the sales and marketing people you hire and the marketing campaigns you run are delivering the results you need.

Are there sales teams or individuals who are not performing where others are? Are some routes to market working better than others? Are some of your products more competitive than others? Are there marketing campaigns that are performing worse than others? If so, you need to know why. You need to be able to pinpoint issues and figure out how to address them.

But CRM can also give you the insights that will help you **identify opportunities**. It will highlight a product line that's selling well in some verticals, for example, where you could be expanding your investment; or individuals who are performing particularly well, prompting you to target resources to their team or their sector.

By both addressing issues in your business and seizing market opportunities, you can significantly accelerate sales and increase revenue.

## IMPROVE PROFITABILITY

The second lever you can use to positively impact shareholder value is driving cost down and improving profitability. CRM enables you to maintain a laser focus on the following:

- The cost of running your business: how your teams can do more for less.

- The cost of customer acquisition: what changes you can make to reduce the cost of acquiring new customers. CRM gives you an understanding of whether your sales and marketing functions are really delivering value and ROI, helping you to make informed decisions about where to allocate budget and how to optimise resources.
- The cost of servicing the customer: you need to understand how much it's costing you to service your customers throughout their life cycle. With CRM you can start tracking and measuring engagement, touch points, and customer enquiries – and calculate how much it's all costing you – informing your strategy and approach.
- Your customers' lifetime value: are you clear about your customer lifetime value? Is it good enough? If not, do you know how to improve it before investing more into sales and marketing? CRM will help you define more clearly your ideal, most profitable customers and how best to manage them.
- Other costs: think about time wasted due to poor processes, inefficiency, low staff productivity etc. With CRM, you can substantially improve and streamline processes, you can embed best practices throughout your operations and reduce inefficiencies across your business.

Depending on the nature of your business, some of those costs will be more prominent and therefore more relevant than others. If you run a B2B services business for example, the cost of acquiring and managing clients will be a significant overhead. You'll need to understand those metrics and CRM is an invaluable tool to help you do this, by tracking lead numbers and understanding your lead to conversion performance.

CRM will give you a clear view of how well your business is working and inform your investment and cost-saving decisions. And it will help you define the right levers to drive greater business success and improve profitability.

## CASE STUDIES



### REVENUE GROWTH

The focus for Law Business Research was on driving growth, looking at marketing investment and lead growth, lead flow, and conversion rates for their subscription business.

Read the details in our [case study](#).



### IMPROVED PROFITABILITY

Bathroom suppliers soak.com turned to CRM when they realised they couldn't afford to scale their business because the cost of servicing customers was too high. If they had stayed as they were, they would have had to hire many more customer service reps to meet the demand of their growing customer base. It was all about changing the economics of their business.

You'll find more information in our [case study](#) and [webinar recording](#).

## CONCLUSION

### As a CEO, how do you make an impact on shareholder value?

You need to understand:

- What investment you can make in sales and marketing to grow your business.
- Which of these investments deliver results, which don't and why that is, so you can make informed decisions.
- The cost of delivering what you do, so you can drive greater efficiency and control costs to build an optimal business with strong long-term health.
- What strategic decisions are best for your business.

If you truly want to understand the crucial performance metrics of your business; if you want to be able to adapt and make informed decisions about where to channel your investment for maximum impact, you need CRM.

As a CEO, your agenda is strategic. It's about having a detailed understanding of where your business is going to be in 12 or 18 months and equipping yourself with information to build your five-year plan.

CRM gives you the knowledge you need to drive business success.