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4 WAYS
IT SOLUTION PROVIDERS
CAN GET MORE FROM CRM

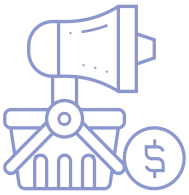
Opportunity 1:
OPTIMIZE YOUR DEMAND FUNNEL

CAPTURING DEMAND FROM B2B TECHNOLOGY BUYERS

Most IT firms see CRM as a tool for the sales function, helping sales teams gain a single view of the customer, recording all interactions, and offering strategic insights from the aggregation and analysis of data.

However, CRM has evolved and is now capable of delivering so much more. In particular, the firms that are using CRM as a platform to align their sales and marketing functions are seeing significantly higher returns on their investment.

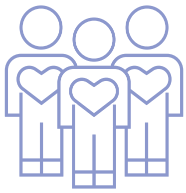
How people buy has dramatically changed:



Customers are more than

60-70%

through the sales cycle when they start engaging with sales



In B2B markets there are typically

3-5 people

involved in the decision process, each of those doing their own research

Digital channels have taken over - customers' journeys are far more fluid and the power has shifted from businesses to customers. It now makes more sense to think of your interaction with prospects as a buying process rather than as a sales cycle. And, crucially, prospects spend a larger proportion of their buyer's journey in the 'care' of the marketing team, well before sales is involved or even aware of them.

As a result, managing the sales and marketing pipeline has grown in complexity. It involves many people engaged in numerous activities with many customers in disparate locations and across varying timescales. Bringing all this data into a single place so that all involved have a clear, simple, single view enables full alignment of sales and marketing.

HOW TO TELL IF YOUR DEMAND FUNNEL NEEDS IMPROVEMENT?

Key indicators of IT firms which are not yet leveraging the full power of CRM technology are:

- You still manually upload leads into your CRM.
- Your sales teams cannot see what their prospects are doing and how they are engaging with marketing campaigns.
- All leads are passed straight to sales after their first engagement.
- Marketing struggles to see what is going on with leads once they are passed to sales.
- You don't know your conversion rate from leads to opportunities.
- You are still unable to calculate the return on investment of your campaigns.
- You cannot set up an attribution model.

IT firms who recognize themselves in this scenario can, by extending their use of CRM technology beyond pure sales and right across sales and marketing, transform their businesses and improve revenue potential.

SALES AND MARKETING ALIGNMENT IS CRITICAL

Connecting sales and marketing in CRM drives multiple benefits

1. The transfer of leads and opportunities between marketing and sales becomes seamless and trackable, reducing the likelihood of leads getting lost during handover, supporting account management strategy and enhancing customer experience.

2. Sales and marketing can share insights from the time they spend with customers. This insight enables marketing to define the exact customer persona for the product or service, so they can target activities more precisely, and as a result are able to deliver ever more relevant content through appropriate channels.

3. There are many other benefits of connecting sales and marketing, improving how both teams can take advantage of valuable insights into prospects' engagement and behaviour over time, including interaction on their website, via email campaigns and social channels.

> This deeper insight enables marketing teams to tailor messages, touchpoints and referral channels accordingly – delivering the right message at the right time to the right person.

BENEFITS OF ALIGNING SALES & MARKETING

For sales management, it provides visibility across distribution channels which enables them to forecast, manage business development and build pipeline.

> Thanks to lead scoring and grading, sales teams can focus their attention on the leads more likely to convert – resulting in a much healthier pipeline and improving conversion rates.

This single view of the demand funnel provides firms deep, real-time insights into business performance, from the first time someone interacts with the business all the way to them becoming a customer.

Sales and marketing can collaborate better - they can see pipeline, accurately forecast, report on KPIs, calculate ROI, measure conversion at each stage, and so on. They can make better decisions on where to focus to reach targets. They better understand how both teams contribute to the funnel and the value they bring to the overall process. This ultimately builds trust and respect between them.

Sales managers can also track the performance of individual sales reps, campaigns, processes and the profitability of product lines and channels.

Automation in place of administration

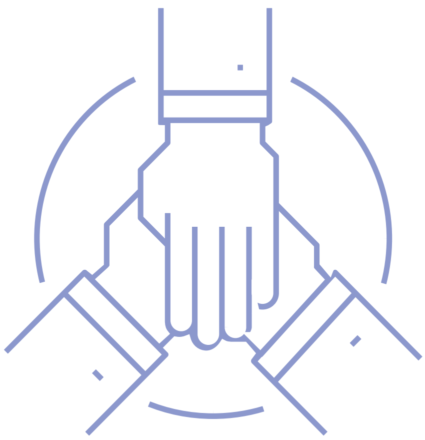
Let's not forget that CRM can also significantly ease the administrative load for sales reps. CRM can help new business sales teams to instantly provide quotes at the click of a button, and for license and subscription-based sales models, tailored discounts and pricing bundles can be preconfigured. Additionally, using features like e-sign creates a simple, traceable process for customers. So many complex sales processes can be improved and automated with CRM. If you are not leveraging CRM for this, why not?

INCORPORATING MARKETING AUTOMATION

Many IT firms use Marketing Automation software alongside CRM for sales. However, both technologies become exponentially more efficient and effective when integrated. Bringing CRM and Marketing Automation closer together enhances marketing teams' ability to score and nurture leads and gain visibility of every single interaction with prospects, including all digital activities.

Having one integrated solution that combines both CRM and Marketing Automation functionality, which can synchronize data both ways, means that your marketers can leverage automation software in a more intelligent way based directly upon data captured within CRM. They can use CRM data, build target lists or identify triggers to send communications directly to prospects, and then, in a closed-loop process, provide data about the lead back to sales to use in closing deals.

> In a nutshell, by having one integrated solution, marketing and sales can develop strong teamwork as well as building context into the way they market and sell.



The key to success is tight, deep integration. Marketing Automation and CRM are complementary tools that only reach their full potential when paired together.

Even before a prospective customer has any interactions with a company, marketing automation can help to identify and begin communication, collecting the valuable information about them through website interactions.

SUMMARY

CRM helps store details of all interactions and engagement, plus activities (from marketing, sales, finance and customer service post sales), leads, opportunities, quotations, pipeline, conversion rates, revenue and more. It records the entire customer journey and enables both sales and marketing to work the full length of the funnel towards shared business goals.

> This is where forward thinking technology companies are leveraging the power of CRM to provide end-to-end visibility across the entire demand funnel.

WHY WORKBOOKS?

Designed for the mid-market
Our CRM solution provides many of the features required by small and mid-sized IT organizations out-of-the-box. The platform is intuitive, and easily configurable to ensure customers get the outcomes they want.

Better value for money
Our CRM license prices are significantly lower than Salesforce and Microsoft Dynamics (50 - 70%). Our implementation process requires fewer consulting days and is better suited to the budget of a typical SME, speeding up time to value and increasing ROI.

A team passionate about your success
Our team develops world class software and delivers all the services to guarantee a successful implementation. Our expertise in the IT industry will ensure you get the right value quickly.