

HOW A CRM SOLUTION HELPS YOUR COMPANY **GROW.**

The Salesforce logo is a blue cloud shape with the word "salesforce" written in white lowercase letters inside it.

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Quick Facts:

30%

Nearly 30% of growing small businesses consider CRM a priority.

Source:

Gartner Inc., Market Share Snapshot: CRM Software, 2011, 4.26.12

Beyond the Handshake.

You've likely heard the saying, "Business begins with a handshake."

It sounds so simple. But once a customer relationship is established, the challenge is to maintain it. And that's easier said than done, especially considering that as a business grows, its operations become more complex.

Smart business owners understand that growth means it's time to choose a technology solution that is affordable, boosts productivity, and helps them keep up with customers. One option is a customer relationship management system (CRM).

A CRM solution can help every customer communication feel personal, no matter how big or busy your business gets. And the right customer relationship management system will help you build and scale your business, while easing growing pains.

Read on to learn more about CRM for small business, the types of CRM systems available, and how a CRM solution can help you build a bigger and better company.

The right CRM System handles multiple tasks and serves as a central dashboard for:

- Sales
- Marketing
- Customer service and support
- Finding and sharing critical information fast
- Tracking customer responses
- Assigning tasks to employees

What is a CRM System?

A CRM system allows businesses to manage customer relationships, including the data and information associated with them. With CRM, you can store customer and prospect contact information, accounts, leads and sales opportunities in one central location.

When a new business begins, it's easier to manage customers without a CRM system. There are fewer contacts and not much history yet. But information grows fast as the business moves forward and employees can quickly get overwhelmed.

Meanwhile, processes also tend to evolve, bringing more people into the loop.

Deals go much faster when your employees can get instant information on potential sales deals, marketing campaigns, and account updates. CRMs are especially helpful for small businesses, where a team of just a few people often does the work of many. The virtual paper trail of a CRM system holds everyone involved accountable, even the customer.

People, productivity and technology to drive growth.

Business owners cite*, getting the right people on board as the highest priority to drive growth followed by increasing productivity. The top technology trends driving small business are Mobile, Online and Cloud based tools.

***Deloitte Access Economics** – The Annual Pulse Check and Action Plan for Small and Medium Business in Australia and New Zealand, October 2014.

The traditional types of CRM.

When choosing a CRM system, there are two different options to consider: on-premise systems or on-demand/subscription systems (also known as cloud-based).

On-Premise CRM Systems

These systems can be costly to build and maintain. They typically require up-front investment and ongoing costs for:

- Hardware and software
- IT professionals
- On-site square footage

On-Demand/Subscription CRM Systems

These systems are cost-efficient to start up and maintain. They are managed digitally by a team of experts on an internet connected platform, ideally in the cloud:

- No hardware and software
- No IT team needed
- Management takes place off-site

How a CRM solution helps growth.

A CRM system helps your business grow because it tracks the history of customer interactions.

Why is this important?

Because tracking is everything. From calls made and emails sent, to meetings held, presentations delivered, and even the next steps needed to close the deal or grow that customer account.

To run smoothly, your business needs customer relationship data that's automatically updated, with instant access for employees, and provides a full history of all communications, meetings, and documents shared.

With a CRM system, your business can store every customer, every lead, all of their contact info, preferences,

and history so your conversations are always personal, relevant, and up-to-date.

Outgrowing the old ways to work

While there are many options for noting customer contact info, including spreadsheets, and pen and paper, these methods don't give a complete picture of the relationship. Simply listing your customers and potential leads isn't going to track their latest conversations with your sales team. Plus, such approaches are difficult to scale and manage as you grow. Manual data entry burns money and man hours, and lacks the on-demand access your people need, especially those involved directly with customers.

Building a solid foundation.

Great customer relationships are the bedrock of a thriving business and the key to your success and 45% of business owners cite improving customer satisfaction as a core success metric.

Manage those relationships better and your earning potential should skyrocket. With the right CRM, business owners can spend time building deeper relationships instead of worrying about how valuable information might slip through the cracks. No matter what your business, industry, or company size is, customer relationship management is the foundation for success.

Learn more about CRM solutions from Salesforce at salesforce.com/au.



Sales solutions that will make your business more productive.

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

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26%
improved
win rate



36%
increased
sales productivity



28%
increase
in sales

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Source: Salesforce.com Customer Relationship Survey conducted March 2013, by an independent third-party, Confirmat Inc., on 5,200+ customers randomly selected.



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