

CRM Assessment (one-page report) – >> CLIENT <<

Per your submission of the questionnaire, we will take many of your data points, analyze them and provide you with some feedback that you can use today. If you have any questions, call your representative with Majestic Consulting Group, Inc.

It is important to understand why customers buy from you, this will help you strategize acquisition of new customers. You mentioned the main reasons why customers buy from you are the tailor-made solutions for customers specific requirements. My question to you is “How does this differentiate you from your competitors and are your prospects aware of the differentiation”? Are you tracking customer issues and have you taken customer surveys in the last year to uncover potential cross-sell and up-sell opportunities?

Obviously, expanding your sales force will increase sales if they are successful, but will they make you more profitable? By being more selective in the products/projects you work on, that will help profitability, but are you profiling your customers and prospects well enough to know that your opportunities are worthwhile to approach in the first place. With an effective Opportunity Management system not only will it help you manage the deals, but help you identify the “right” deals to prioritize. Since you are seeing increases in raw materials, the productivity of your people is the key reason to make sure that their selling time is increased and the administrative work is at a minimum. General CRM systems will have the core contact management functionality to provide the productivity level needed.

If you are spending up to 5 hours per week generating critical decision-making reports, have you thought what you would do with that time if all you had to do was print them out of your CRM system instead of gathering the information? This is an important question because most people, specifically managers don't value their time based upon “time savings” towards productivity. By retrieving information from your general ledger and your project review system you have two databases producing one report and even then you are still probably gathering/updating data from your sales team. As long as the data is consistently being updated in the CRM system, the critical information is an accessible report available and waiting for you.

Since 80% of your business is account management and comes from existing customers it is important that you consider integration between your future CRM system and your current financial system. By having one system (CRM) act as your data repository, your sales people and operations will be able to see all contact information and historical information on activities and sales history (products/services/revenue/aging). This will help your sales team be effective account managers and attain accessible information on-the-fly.

If you truly believe that you have a handle on which you're top and bottom 10 clients are by profitability & revenue then you are not that far away from CRM success. Technology, in any form is an investment, not an expense. Since your company believes in value and what an investment will do for your business, consider what time is worth to your sales reps and senior management. If they are spending too much time doing administrative activities, gathering information to make mission-critical decisions and dealing with communication breakdowns, you need to perform a gap analysis. This will identify how technology will benefit you based upon your current work flow and systems, and then you need to budget accordingly. Make sure your goals & objectives for the CRM project are realistic and attainable.