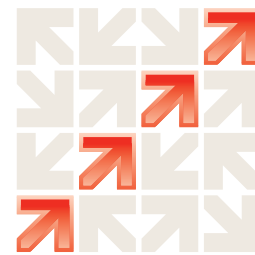


# World-Class Organisations Steer To Success through CRM



**CRITICAL MOMENTS**  
CRITICAL MOMENTS

What's your immediate gut reaction when you think about CRM systems?

Chances are if you're not entirely smiling, that you're not understanding how CRM can support and enhance your growth initiatives. In the new wave of activity around CRM, which role does your organisation fall into?

- Making a first investment
- Trying again after initial attempts failed
- Looking to standardise one system across your organisation

Adoption and usage of CRM is better than it used to be as managers are doing a better job of getting people to use the systems.

## More companies are now getting better value from CRM than in the early 2000s

Why? It is no longer acceptable to NOT know what's happening with customers and prospects. Along with the need for better and more targeted customer data, there is a requirement for clearer visibility of where each deal is in the funnel. This enables the sales team to forecast more accurately and supports growth initiatives.

Companies acknowledge the role that technology plays to achieve these objectives. It's true that now, sales leaders are more likely to drive the decision to implement and utilise CRM, rather than the IT-led initiatives of 10 years ago.

In the 2011 Miller Heiman Sales Best Practices Study, we saw that CRM confidence was one of the top characteristics that enabled World-Class Sales Organisations to produce better results in key metrics including forecast accuracy, than other study participants. This ultimately led these organisations to achieve better revenue performance.

Three quarters of World-Class Sales Organisations agreed that their sales management team is highly confident of the data available from their CRM system, while only 22 percent of other study participants reported similar confidence in their CRM data.

The proof is here. Targeted sales work and CRM is the way forward.

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