

## Top 10 CRM Benefits

**Consider SalesLogix if you have multiple users, and have a need for one or more of the following 10 CRM benefits:**

**1) Advanced Security** — Increases in growth result in different geographies, with different employees and managers held to high standards. While sharing knowledge helps the corporation as a whole, security allows you to control the fields and views that various individuals and teams can modify and view. This allows the business to tailor the necessary security to match their own structure and needs.

**2) Advanced Sales Functions and Processes** — CRM provides key features for modeling steps in the selling process. These include workflow capabilities that enable B2B team selling across field and inside sales channels, guiding sales executives to the next steps needed to close deals and manage revenue-generating sales activities.

**3) Account and Opportunity Management** — Using opportunity management rather than pure contact management, companies are able to develop a multi-dimensional view of each opportunity to gain competitive advantage; shorten sales cycle times; gain visibility into sales pipelines and forecasts; and increase revenues and margins.

**4) Centralized Data** — As a corporation gets larger, silos of information begin to become counterproductive to aggregate sales. This critical juncture is different for every business but occurs at some point. When a corporation considers the collective business contacts of employees a corporate asset, then customer relationship management should be considered.

**5) Marketing and Support Functionality** — As businesses grow bigger, managers become more concerned about knowing how their marketing dollars are being spent. The customer base that has evolved requires standard issue handling procedures to ensure no customer concerns fall through the cracks. More customer information enters the corporation through different channels and it begins to get lost or remains on individual hard drives.

**6) Advanced Customization** — While everyone wants software that is easy to use and install, out-of-the box contact management software can be difficult to customize in meeting the complex, changing requirements of businesses. CRM allows you to create general or user-specific customizations that can be released company-wide. Easy-to-use customization tools allow you to bring the data you need into the custom fields and views you desire.

**7) Robust Forecasting** — CRM allows you to segment opportunities by account manager, region or probability of close; create custom filters; and view data in multiple graphical formats. You can also review historical trends to assess effectiveness and guide strategic changes. Automating forecasting can save many hours of pulling data and creating spreadsheets.

**8) Multi-Channel Team Selling** — Whether a prospect results from the Web, an inside sales phone call, or an outside sales visit, CRM allows your company to track all selling activities in all channels so you have a granular history of where a prospect came from and an idea of what you should do next.

**9) Database Scalability** — Local, flat-file server databases are perfect for contact management. As the need to query this information grows, contact management databases begin to reach the limits of their capabilities — especially when your user base grows to 20 or more. A true relational database allows for the manipulation and analysis of contacts, accounts and opportunities and the ability to expand and customize data tables to your business needs.

**10) Back-Office Integration** — By integrating with leading back-office applications, you can have access to even more key customer information. Sales reps can look at accounting data such as credit status, activity, A/R balance and discounts. Or they can access ERP systems for product information, inventory and pricing. Support reps can review orders, accounting IDs, PO numbers and invoices from historical records.