

Podcast Script – When Do I Need a CRM System?

Welcome to this sixty second Sugar snippet. My name is Susie Williams. Today we're going to talk about some of the signs that you need a Customer Relationship Management, or CRM, system for your business.

CRM systems encompass a wide range of concepts, but traditionally, they're used for managing your relationships with your prospects and customers. CRM systems help you guide your marketing efforts to attract sales leads, keep track of the entire sales process as those leads turn into closed sales deals, and help your support personnel support your customers after the sale.

When you need to share customer information across teams or departments, a CRM system is a great way to have a central “repository” that all can use. As your business grows, more people in more groups will need to be aware of certain aspects of your customer. Your sales person needs to know what marketing offers were sent to your prospects, for example, and your support person needs to know what was promised during the sale. A CRM system is great for keeping track of all interactions you have with your prospects and customers.

When you need to create reports that look across your whole customer base, a CRM system can help facilitate this “overall view” of your world. Management can understand the “bigger picture” of who you're selling to and who you're missing, what deals are in the pipeline and what revenue is expected.

So why not just use spreadsheets or a contact manager? In a word: scalability. At some point you realize that it's easier to switch to a tool that's built to foster sharing of information. Keeping track of all that disparate information becomes more of a chore than just cutting over to a CRM system.

Having the CRM system be the focal point for your company allows your customers and prospects to be “front and center” in your eyes. Your customers will appreciate the coordination and focus you've put on their well-being, and will reward you with more business. That's what a CRM system is all about. If you're ready to obtain a significant competitive advantage, then now is the time for you to implement CRM.

And that's your sixty second Sugar snippet. Goodbye!