How to Drive Business Results with CRM

Tim Conway

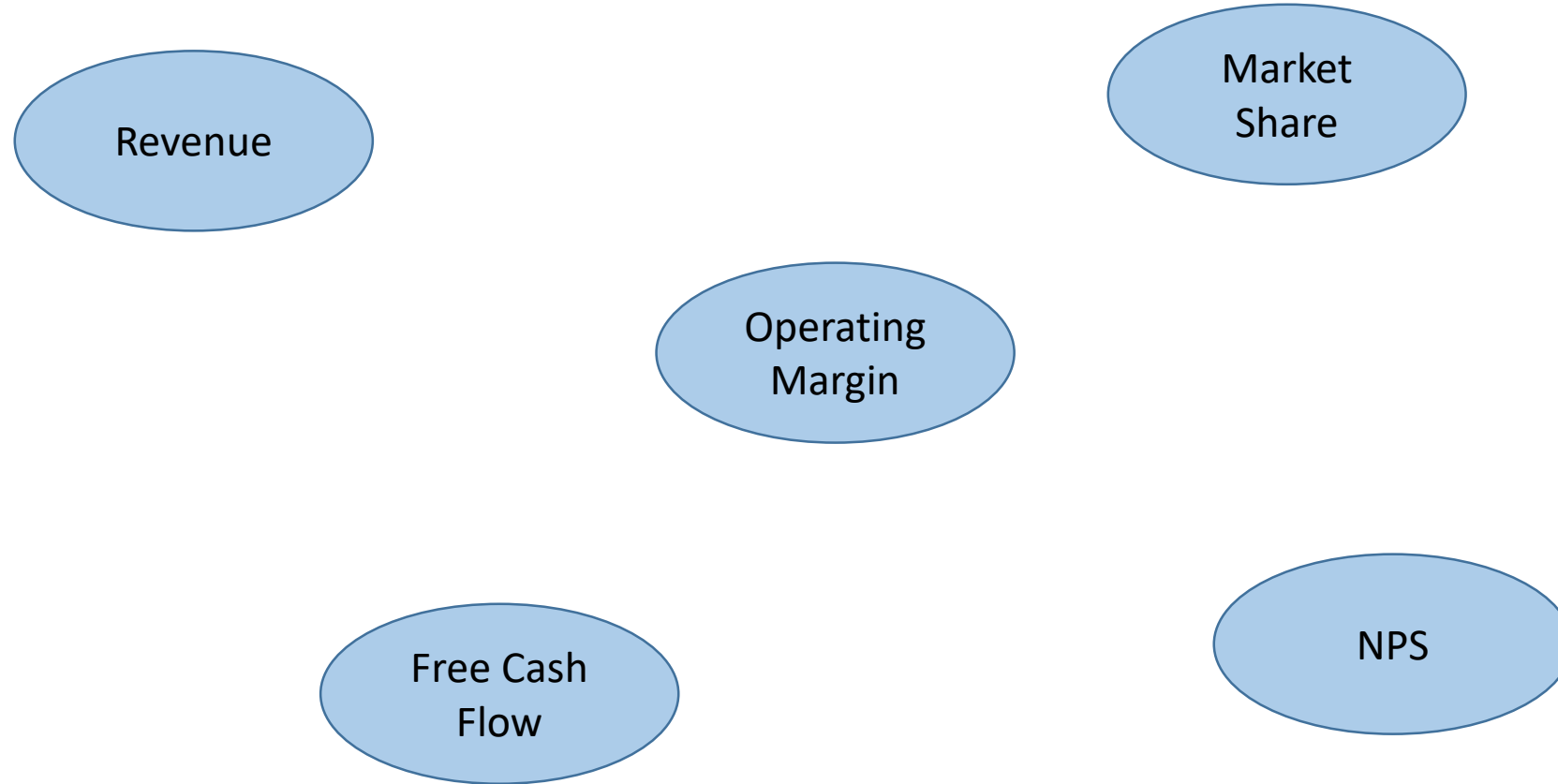Vice President, Salesforce

What is CRM?

Conventional wisdom…
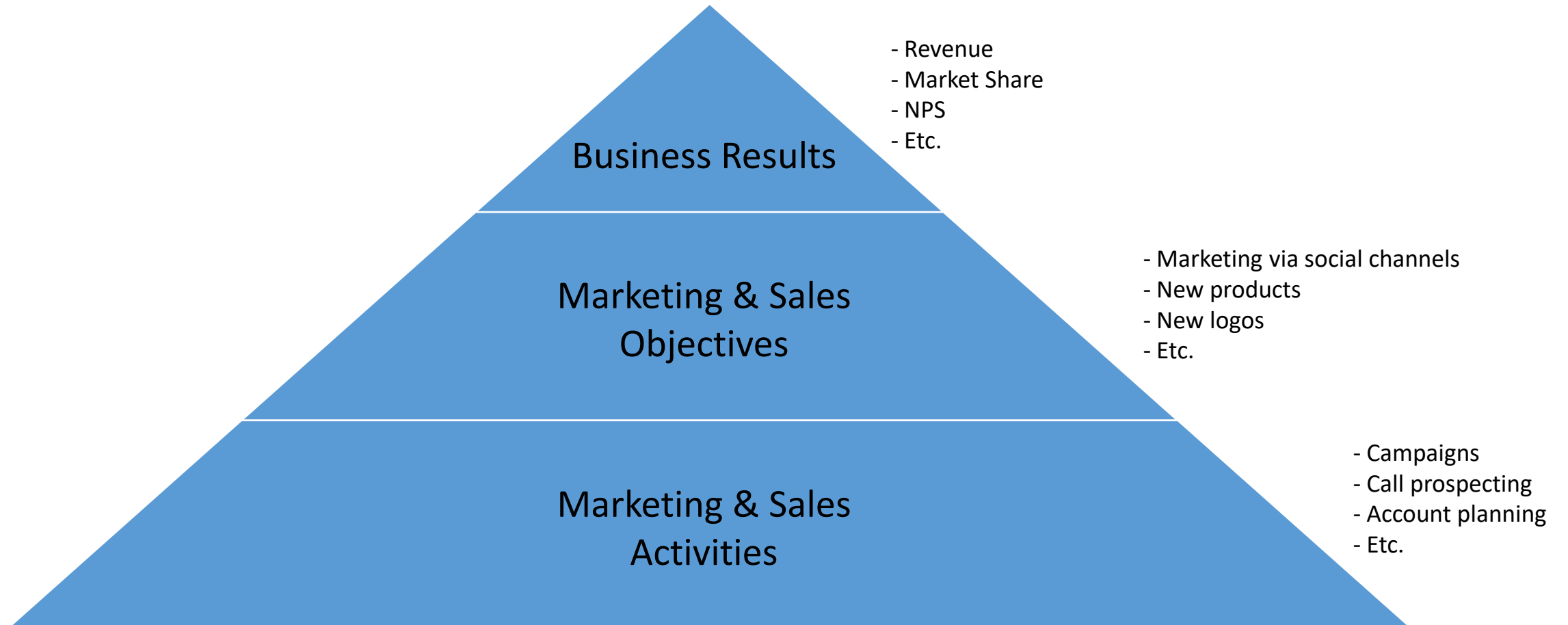CRM = Customer Relationship Management

What it really is…
How you connect with your customers across:
- Marketing
- Sales
- Service

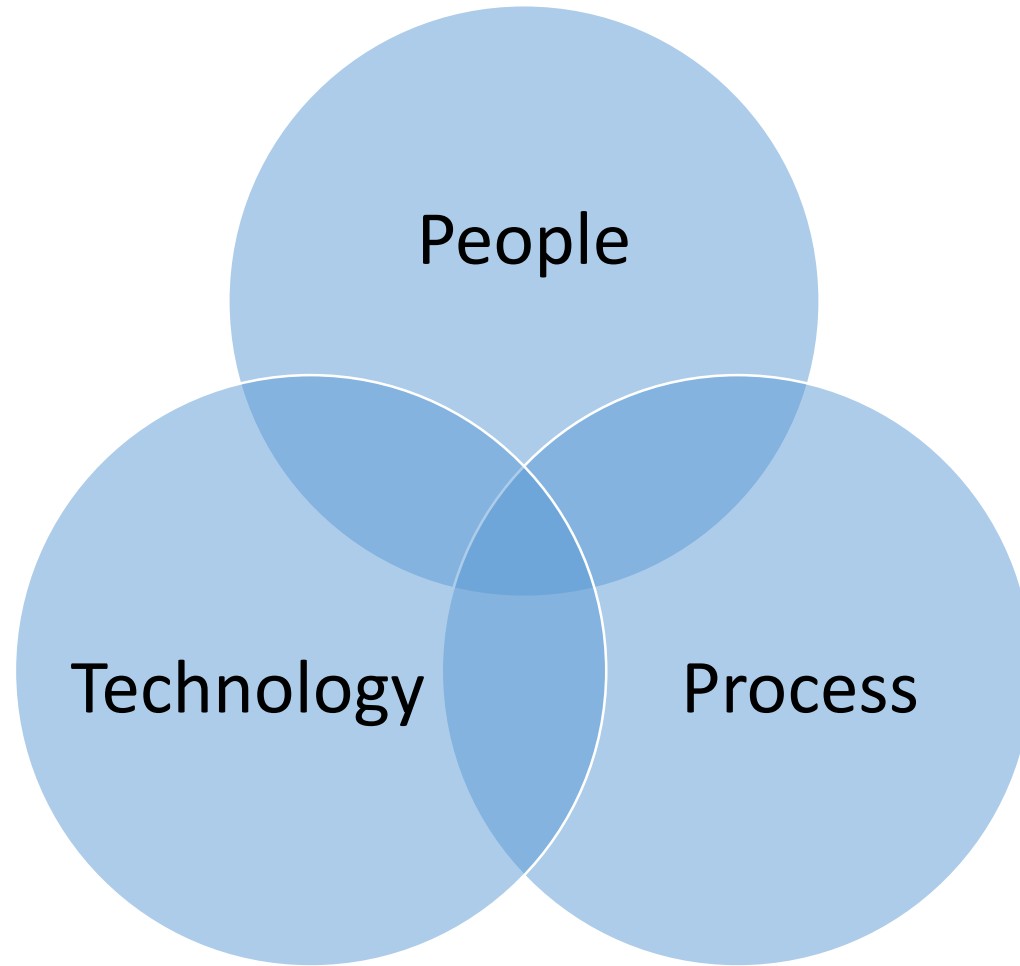# Business Results

Driving Business Results with CRM

Business Results
- Revenue
- Market Share
- NPS
- Etc.

Marketing & Sales Objectives
- Marketing via social channels
- New products
- New logos
- Etc.

Marketing & Sales Activities
- Campaigns
- Call prospecting
- Account planning
- Etc.

The Trifecta

Best Practices

- Executive sponsorship
- Always remember 'what business problem are we trying to solve'
- No such thing as a 'technology' project
- Keep the users at the center
- Don't create a culture of inspection
- Create processes that map to the buyer's journey
- Don't automate bad process
- 'Kaizen'
- Facilitate meetings directly from your CRM system

Q&A