

IMPLEMENTING INNOVATIVE CRM SOLUTIONS

Positive customer experience is a key ingredient for companies to win and retain customers. The path to finding the right CRM can often be rocky. Following the **Seller Sophistication stages** will not only create a streamlined process for your team but will build lasting relationships with your customers.

WHAT STAGE DOES YOUR COMPANY FALL INTO?



STAGES OF SELLER SOPHISTICATION



STAGE 1: FRAGMENTED

- Typified by prioritizing individual revenue goal achievement over team or company goals
- Metrics are "soft" in nature and not easily measured
- Customers typically value personal relationships and minimize the importance of business-to-business alignment

➔ **Action Item:** Implement CRM System

STAGE 2: AUTHORITATIVE

- A single system has been implemented and is mapped to the company's sales, marketing, and customer service processes (which have been defined)
- Metrics are robust and based on a combination of activities and targets/goals

➔ **Action Item:** Integrate Collaboration Tools



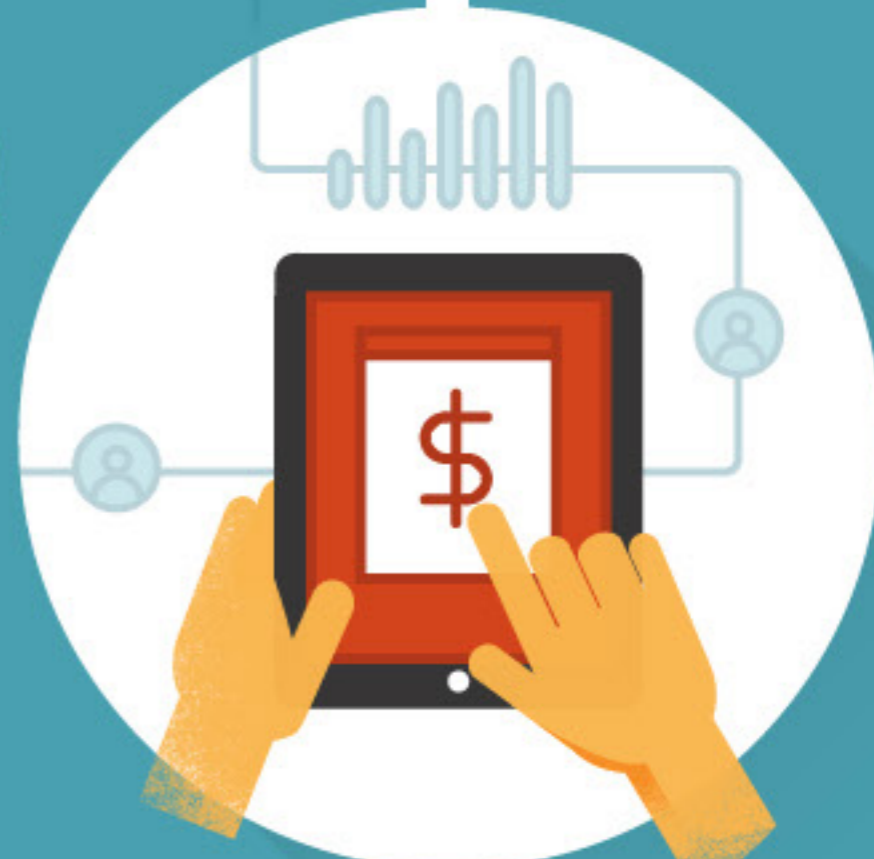
STAGE 3: CONNECTED COMPANY

- The CRM system is connected to the company's collaboration and document management tools
- Employees other than sales, marketing and customer service are enabled to actively contribute to efforts in these areas
- Companies can more nimbly react to customer requests and complaints, resulting in high customer satisfaction

➔ **Action Item:** Extend Tools to the Customer

STAGE 4: CONNECTED CUSTOMER

- Collaboration and reporting capabilities are extended from internal teams to include customer teams
- Issues are minimized when combined teams are working with the same data and documents in an online collaboration environment
- Customers who depend on seller's collaboration systems have high switching costs



THE GOAL OF THE MODERN SELLER IS TO
ALIGN THEIR SOPHISTICATION LEVEL
WITH THEIR CUSTOMERS' EXPECTATIONS.

Customer relationship management – often called CRM – is a hybrid business solution that can increase sales and marketing efficiency. Think of it as a powerful set of tools, apps, and platforms that in combination drive optimization of business intelligence, social insights, campaign management, and many other key customer relationship matters.



See how we can help you at RIGHTPOINT.COM or contact us at CRM@RIGHTPOINT.COM to find out how Dynamics CRM can improve your business.

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