



GOLDMINE CRM - A GREAT PLACE TO START

Important Factors to Consider in a CRM Purchase

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HOW IMPORTANT IS --- A CRM STRATEGY ---

LET'S START WITH CUSTOMERS!

Asking that very question “How important is a CRM strategy”, is a bit troublesome because it implies that somehow “not” having a CRM is a viable option. Whether you are a large fortune 500 company or a start-up in a garage, you are going to have a need to store data on customers, prospects, vendors, and even employees. Going beyond that, you will have a need to keep track of notes, conversational history, and at the very least, who purchased what and when. The real question isn't how important it is to “have” a CRM strategy but rather, how important is it to have a “solid” CRM strategy.

Let's start with customers

Today's customers have high expectations. A percentage of those customers even have sky-high expectations, and that puts a lot of pressure on your business to stay organized and focused on the details. Could you imagine making a sales call to an already existing customer or having a customer call you and you not having a record of what they purchased? Granted, those two examples are obvious faux-paus but most people know exactly how elevated the expectations have become, that companies are buttoned up to the Nth degree. Each of us is a customer multiple times a day – we know when we are dealing with a company that has good data and operates with good business processes. At the heart of those experiences (good or bad) is a CRM system.

Getting Started With CRM

As Mary Poppins said, “let's start at the beginning, it's a very good place to start”. CRM, or Customer Relationship Management is a database that contains all your company's most vital records. In a recent study conducted by Capterra, they reported that the three most important factors in a CRM purchase were: Functionality, Ease of Use, and Price.

CRM functionality is important because there is a delicate balance between paying for what you need and buying into bells and whistles that you will never use. Finding a CRM that is “feature-rich” without being “feature-overload” takes a good understanding of your requirements before you make a CRM purchase. As you can imagine, features are directly tied to price. While only 6% of companies switch their CRM because of price, it's a different story when it comes to features, where 66% of companies switched because their CRM system lacked the required functionality.

THE PATH TO

CRM SUCCESS

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HOW TO MAXIMIZE YOUR CRM BUDGET

Before you purchase a CRM system, conduct interviews with key departments and formulate a requirements list. Identify what features are critical and which ones are nice to have.



TIP #1 : FEATURE REQUIREMENTS

As reported in the Capterra report, ease of use was a critical factor in CRM purchase as well. If you are going to have a solid CRM system, you are going to need accurate data at the center of it. This data is more likely than not going to be input by your employees. The easier the system is to use, the more willing employees will be to use it. According to the Capterra report a whopping 22% of companies switched out their CRM because it was too difficult.

TIP #2 : DATA COLLECTION

The most valuable feature of any CRM is that it centralizes your data. When you have data scattered across multiple points, it is often conflicting, inaccurate and even hard to access. A centralized CRM eliminates those three giant headaches right away. In your ecosystem, you have Prospects, Customers, Vendors, Employees, Partners and maybe even Suppliers. You may even have multiple contacts at each of those companies.

TIP #3 : ADDING CONTEXT

Under each contact or account in your CRM system you can supplement basic information with data-points like:

- Call history and notes
- Copies of actual emails sent back and forth
- Purchase history (recent, total, over-time and what individual products)
- Current status
- Rating

CUSTOMER DATA TIPS

... CREATE MULTIPLE CONTACTS IN EACH ACCOUNT

TRACK YOUR INTERACTIONS

Track each of your interactions under their individual contact records and also under the company account record. A hierarchical structure gives you a single big-picture overview of each “account” in your system. As long as relevant and accurate data is stored in your CRM, you can easily go into those records and see the entire historical picture of that relationship.

HOW CAN YOU LEVERAGE CRM? WITH YOUR CUSTOMERS

1. Track Support Issues:

As we mentioned earlier, today's customer has sky-high expectations. If an issue arises with a customer it will be important to document that call or email. The proposed solution and ultimate resolution should be documented as well. In more complex systems, these data points on support issues can often paint a bigger picture and alert companies to certain areas that are requiring more attention. The data if used in a feedback loop can create a more loyal customer base and allow you to achieve higher lifetime value from each customer.

2. Real-Time Communications:

Many CRM systems will offer you the ability to communicate with your customer base en masse and in real-time. This means you can keep your brand and value proposition in front of them. Think about offering tips, special offers and relevant product updates. Just be careful with the frequency and content of these outreaches.

3. Build The Relationship:

Make sure every customer is being cultivated and nurtured. Sales reps will often talk to the BIG customers and forget that the smaller ones often make up the larger volume sales. Today's small customer can become tomorrow's breadwinner. If you develop a plan to take a deeper dive with each of your customers, getting to know them better, you might just find out that those data-points at some point will develop a stronger relationship over the long-haul.

4. Add A Work Flow:

Identify customers who haven't been contacted in some time, say the last six months. Then have sales reps make calls into those accounts just to say hi or ask them how things are going. At the very least this will give you an opportunity to learn through listening to your customers. It's very possible that additional follow-up sales will come from something like that. If you care about your customers, they will care about you.

PROSPECT DATA TIPS

**... HAVE YOU EVER HEARD THAT SAYING IN BUSINESS
"SALES FIXES EVERYTHING?"**

THERE IS A LOT OF TRUTH IN THAT

Companies that are great at sales all have one thing in common – can you guess what it is? The highest performing companies own their sales process 100% top to bottom. The way they do that is through good technology and great process. The technology is the easy part, the process part is much harder.

HOW CAN YOU LEVERAGE CRM? WITH YOUR PROSPECTS

1. Every Lead Needs To Go Into the System:

Whether it's a manual entry, a database upload or an automatic import from a submitted web form, every lead you come across needs to get entered into the CRM. Doing so will give you the opportunity to touch them, track them and figure out what needs to happen next.

2. Fast and Focused Follow Up:

Your CRM should be identifying prospects immediately as they enter your system – especially those that come in from website form submissions. Those are as hot as it gets and fast follow-up is key. In order for that to happen your CRM system has to be smart enough to identify a new lead, then assign it to a sales rep and finally create some sort of automated work flow around moving that lead through the sales process; it's critical.

3. The Power of Dispositions:

Every prospect in your system is mentally in a different place or at the very least in a different stage of the buying process. The key is knowing your prospects and how they buy from you. While each of them is different, there is a pattern and most will predictably fall into a stage of that "normal" buying process. If your sales reps can identify how far along that prospect is, and then identify that as a "disposition" or "sales stage", that might help identify the next sales step or even what sales materials to send next. This stage identification will help with our next step – forecasting.

4. Leverage Forecasting and Pipelines:

If you have successfully identified the proper stages of the sales cycle and you have a process in place for which sales reps accurately stage prospects, then all of that information can be used for sales forecasting. You will always have a real-time insight into how many prospects you are actively selling, where each of them are in the process and how likely they are to close. This will help you greatly in understanding the sales health of your company and give you focus on how to accelerate your pipeline. The CRM is critical in bringing this data into visualization.

CRM IS ABOUT RELATIONSHIPS

Technology is amazing and it offers a wonder of improvements where we use it to be more focused or even more efficient. There are never any shortages of promises made by technology. With that being said, however, we need to really respect the human element of CRM. At the heart of CRM you will find a multitude of complex relationships.

The relationship between your CRM and your sales team - In the world of sales, everything moves super-fast and it's a game of high pressure. For this reason, your CRM needs to be very easy to use. The second a CRM makes it difficult to enter information or update a process is an opportunity for a gremlin to get into the system. Sure, one or two missing pieces of information doesn't hurt anything but over the course of 5 or 10 years, those one or two things become thousands of missing pieces of information. Your people have to want to use the technology and they have to see the value in being meticulous with data entry.

The relationship between CRM and your executives

Most important business decisions rely on one critical input – data. This is true, regardless if you are a single person start-up or a fortune 500 company. In order to make a good decision, you need good data. It's hard enough to make good decisions with good data, and it's almost impossible to make good decisions with bad data. Decision makers have to "trust" their data and that's why the relationship between them and the CRM is so important.

The relationship between your CRM and your customers - it takes a ton of effort to turn a prospect into a customer. It takes very little effort to turn a customer into an ex-customer. One of the keys to keeping customers happy is being responsive to their needs. If they call with a problem, they want to know that there is something being done to fix it and that there is a record they can refer back to. Some of the highest performing

CRM & YOUR SALES TEAM

In the world of sales, everything moves super-fast and it's a game of high pressure.

companies have built out internal processes that put a personal touch on customer service. That customer of yours whom you haven't talked to in a year, can feel like you talked just yesterday if you keep good notes in the system. Ask about their favorite sports team or that last family vacation. CRM can help you make the relationship between you and your customers much more personal.

UNDERSTANDING GOLDMINE'S PRIMARY FEATURES

CUSTOMER SERVICE

- Case management
- Account history tracking
- Assign tasks
- Dashboards
- A centralized knowledge-base

SALES AND MARKETING

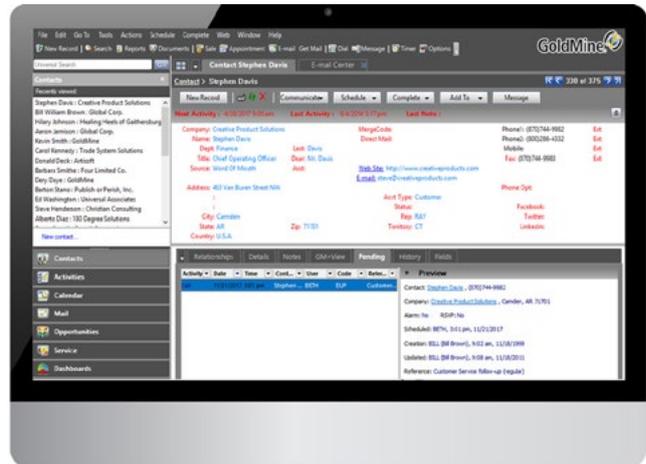
- Import leads from your website
- Sales forecasting and dashboards
- Campaign manager
- Built-in telescripts
- eMail linking of all sent and received messages
- eMail templates
- Constant Contact integration
- Integration with Microsoft Office
- Integration with phone dialers

EXECUTIVES AND MANAGERS

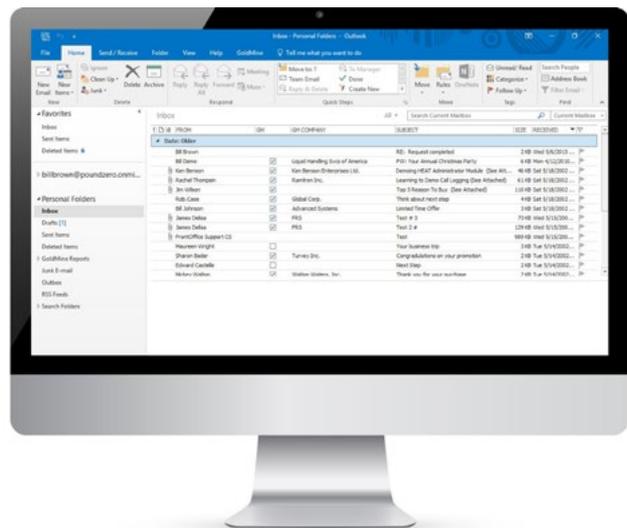
- 200 custom reports
- Real-Time dashboards
- Integrated quoting software
- Integrates with Quickbooks
- Schedule activities and tasks

GENERAL CRM

- Centralized database
- Custom fields
- Built-in work flows
- Predefined templates
- Fast search / universal search
- Activity management tab
- Filters and segmented lists
- Mobile and remote access with web



Main screen



GoldMine Outlook integration

PRICING BENEFITS

- One time purchase price can save up to 70%
- Concurrent / shared licenses
- Cloud subscriptions available
- Discounts on multi-seat bundles
- Special pricing for single users

WHY IS GOLDMINE A GREAT PLACE TO START?



WE PIONEERED THE CRM INDUSTRY

GoldMine has been around for over 25 years.

When you have been doing this as long as we have, you learn a thing or two. With millions of users all around the world our CRM system is the by-product of listening to our customers longer than anyone else.



POWERFUL CRM

At prices you can afford

GoldMine CRM is one of the only CRM systems you can actually own. With one up-front payment you can buy licenses. These licenses can be used concurrently, which means you can share seats within your company, thereby cutting down on how many seats you usually have to lease. The net effect of this is that in year 2 your cost is dramatically lower. That's far different than the popular SaaS model used by most CRM companies today where you pay monthly per seat and if you stop paying, they shut you off.



EASY TO USE

Quick ramp up time

We have a core belief that CRM should be Simple, Affordable and Proven. Our entire product suite is built around that model. Our easy to use interface means faster ramp-up time, less training and a faster realization of the benefits from having a leading CRM. .



FEATURE RICH, NOT FEATURE OVERLOAD

Easy to use and all the feature you need.

There are a lot of CRMs out there that have hundreds and hundreds of features. That's not necessarily a bad thing, unless you are being forced to pay for things you aren't using or can't use. Because we have been around for so long, we know what features are important and which ones aren't. We have solutions for servers on-premise, in the cloud and even mobile.

In addition, GoldMine's CRM system integrates with many popular add-ons like Constant Contact, Quickbooks, Outlook, phone dialers and many others, giving GoldMine a strong foundation in which you can add outside functionality.

Navigating the multiple CRM systems that are out there is a daunting challenge. For all of the reasons outlined, you by now understand just how important your CRM is and how important it is to make the right choice.