



LogiCRM
Unlock your Customer Potential

Sales Generator

Are you getting the most from your sales team and from your CRM technology? If not, the LogiCRM Sales Generator can help.

With a background in sales, sales management and sales training, LogiCRM understands what best selling looks like. In addition, we know all the benefits that full CRM user adoption by everyone in your sales team will give to them and your company.

Technology is vital to enable good client service, to generate well qualified leads and to improve internal communication and collaboration with all client service teams but particularly between sales and marketing.

The areas which we are asked to address most often are:

- To review the accuracy of your sales forecasting and look at innovative ways to pay sales commission. To change sales behaviours to get more accurate and in-depth opportunity data.
- To make the sales process simpler, reducing the number of stages, making it clear when an opportunity can be moved along and agree deadlines for regular data updates.
- To check and compare sales performance. To review averages across the team re length of sale, time for each stage, size of deal etc. This work identifies sales training needs where some are good at getting leads, others at closing.
- To have consistency of language and process between different functions, specifically sales and marketing. These functions talk to each other, but don't often communicate well. CRM can be used to make sure they do.
- To advise on full CRM User Adoption and provide strategies to ensure that the most fundamental requirement for successful CRM technology is met and demonstrate the real benefits employees will get from it.

LogiCRM can advise on all aspects of improved sales methodology as well providing best practice on preparing for, setting up and sales staff involvement in the use of your CRM technology. Many leading brands have asked LogiCRM to work with them in this area.

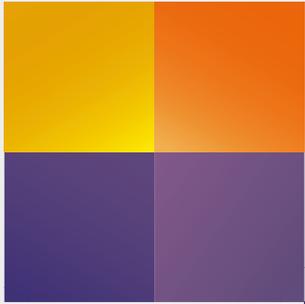
The Sales Generator will provide the following output:

- **Objectives:** To agree the areas which you want to prioritise and review
- **Current Status:** To look at where you are now and what is stopping better achievement
- **Benefits:** To determine the benefits of making changes, both financial and non-financial
- **Project Success Factors and ROI:** To determining where you want to be and convert these into realistic returns
- **Recommendations:** To generate a set of key best practice actions to enable the required changes to take place

The Sales Generator process will be conducted by meeting up to 10 people who have a good understanding of your sales operations and who are enthusiastic to do things better. These should include stakeholders, management and staff.

A report on the way forward will be provided.

This report is 'standalone'. If further work is required to carry out the recommendations, this can be done by LogiCRM or you may wish to continue by yourself.



For more information or to discuss how LogiCRM
can Unlock Your Customer Potential, please
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