

## Are You Getting ROI from CRM?

### Learn More:

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SalesProcess360 is dedicated to helping industrial distributors, reps and manufacturers get ROI from CRM by putting winning processes in place at all stages of the sales cycle. Whether you have CRM or are considering implementing one, we can help.



Less than 20% of industrial companies believe they are getting ROI out of CRM. Getting ROI from CRM is about process, not just technology. Most companies have processes and visibility on the back end of the sales cycle for order processing, inventory tracking and more, but are lacking on the front-end, sales-generating stage of their businesses. Focusing on effective yet basic processes to manage the blocking and tackling aspects of selling will put you steps ahead of your competition.

**Our team is made up of industrial sales specialists with real-world experience and the passion necessary to help your team get the most from CRM.**

**Here's what we can do for your business:**

### Our Services:

#### CRM Audit

Are your processes driving how you use CRM? The SalesProcess360 CRM Audit is a systematic approach that will help you get ROI from CRM, whether you already have CRM or are considering implementing the technology. The SalesProcess360 CRM Audit will identify gaps in your sales processes and what it will take to fill those gaps. The result: a defined plan for ROI from CRM based on your company's true needs.

>> Learn more at [salesprocess360.com/salesprocess360-crm-audit](https://salesprocess360.com/salesprocess360-crm-audit)

### SalesProcess360 CRM Audit



"If you are a distributor, representative or manufacturer in the industrial equipment sector, you will benefit greatly from SalesProcess360's insights on sales management and customer information systems optimization."

- Joe Incontri, Krohne Inc.

"(SalesProcess360 founder) Brian Gardner understands the challenges of industrial sales because of his extensive management experience in the field. This gives him a unique ability to explore and analyze problems and suggest solutions."

- Doug Baker, Teledyne

## CRM Evaluations

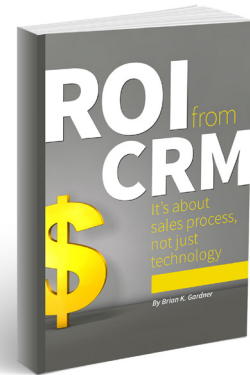
Invite us to join your CRM selection team. We can help you define specifications, make the most of software demos and identify providers that will meet your needs.

## Sales Process & CRM Coaching

We will work with your team to put in place the processes, procedures and visibility you need to better manage the front end of the sales cycle and maximize the impact of CRM. We'll customize a three- to six-month program for your company focused on the blocking and tackling processes you need to get to the next level in your business.

## CRM Implementation

We wrote the book on CRM, distilling more than 15 years of experience helping companies implement CRM (available at [mdm.com](http://mdm.com)). We'll help you apply best practices based on your needs to get the most from your CRM on an ongoing basis. We'll also help you minimize speed bumps and maximize team buy-in.



## CRM Management Training

CRM success depends on management buy-in and leadership during implementation and beyond. We augment the vendor's user training with a focus on the WHY of CRM and not just the HOW.

## Speaking & Seminars

We'll tailor our presentations to your organization's needs. We offer a wide range of topics, including "What's Your Competitive Edge?" and "CRM is Not a 4-Letter Word." We want to get your members or team thinking differently about growing sales.

>> Learn more at [salesprocess360.com/speaking-and-seminars](http://salesprocess360.com/speaking-and-seminars)

## Industrial Sales Management Peer Groups

Our Industrial Sales Management Peer Groups feature a once-monthly session via conference call among non-competing sales managers where you can learn best practices from your peers in the industry. Your membership also gets you private access to our industrial sales management experts, as well as resources to elevate your sales.

>> Learn more at [salesprocess360.com/industrial\\_sales\\_management\\_peer\\_groups](http://salesprocess360.com/industrial_sales_management_peer_groups)

## Contact us to learn more:

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