

Are You Getting ROI from CRM?

Learn More:

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“(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.”

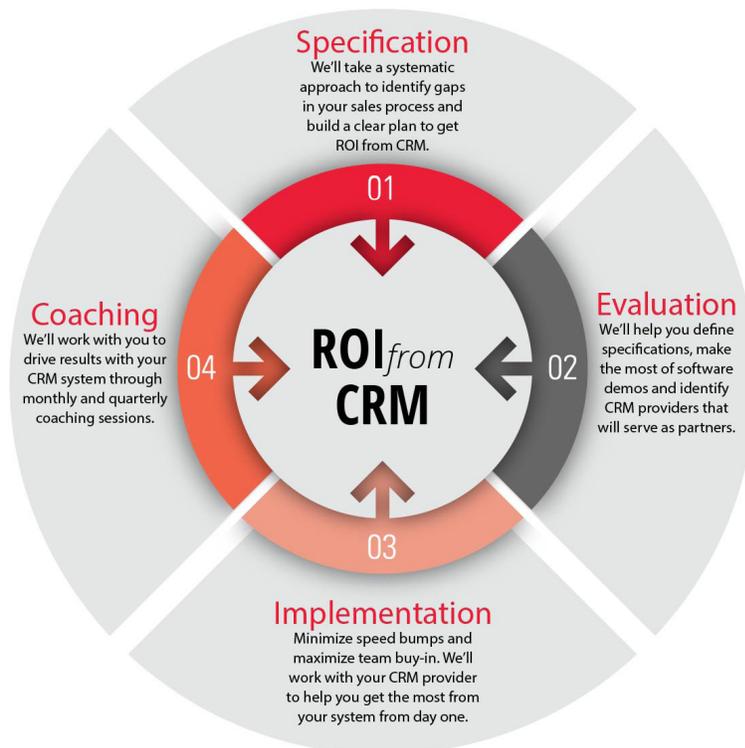
- Doug Baker, Teledyne

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.

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.

Whether you use or are considering Salesforce, SAP, Microsoft Dynamics, Selltis or any other system, SalesProcess360 can help you get ROI from CRM.

We offer services to help industrial sales organizations at every stage, from vendor selection and specification to ongoing training. Call 504-355-1150 or email sales@salesprocess360.com to talk about how your company can get the most from CRM.



"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.

Our Services:

CRM Specification

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.



CRM Evaluation

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.

CRM Implementation

We wrote the book on CRM, distilling more than 15 years of experience helping companies implement CRM (available at 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 from the start.

CRM and Sales Process Coaching

We will work with your team and management 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.

Speaking & Seminars

We tailor our presentations to your organization's needs.

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.

Contact us to learn more:

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Access blog posts, free downloads and videos: salesprocess360.com