

## What is your Competitive Edge?

A simple question that does not have a simple answer. I have been asking this question for years as I talk with companies and with almost 100% repeatability, I get the same answer.

- Our Products
- Our People
- Our Service
- Our being in the business for years

Sorry – I have been in the commodities business for 20+ years and I know it when I see it. The fact is when price and delivery become the driving force on +30% of your Order Intake then your product is a commodity. At this point any edge is a competitive edge.

Consider the sharp edge that a highly tuned CRM can give you if you can anticipate customer demand. If critical information were shared amongst salespeople in near real time. If you knew when events like a shutdown was happening. If Operations was waiting for an order to ship next day for a 20% premium. This is what a fully aligned CRM can deliver. Allow us to guide the process, ask the questions, and let us prepare an audit along with a detailed roadmap.

Visit <http://www.salesprocess360.com/> See what we are doing for clients you already know. What do you have to lose?

SalesProcess360 is a consulting organization helping clients decide which CRM is best for them and how to achieve greater ROI from their existing CRM regardless of phase or platform. To learn more on how SP360 can help please visit [www.SalesProcess360.com](http://www.SalesProcess360.com).