B1: Sales (& Marketing)

What’s a CRM, and do we need one?
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Panelists: Jackie Thompson, Ingram Content Group
Jackie.Thompson@ingramcontent.com
George Dick, Four Colour Print Group
gdick@fourcolour.com
Michael O Campbell
moc3@uw.edu
CRM = Customer Relationship Management

**CRM, Customer relationship management**, is a strategy for managing an organization's relationships and interactions with customers and potential customers.

**CRM apps** use data analysis --and with some providers, artificial intelligence -- to improve customer acquisition, opportunity tracking, business relationships, customer retention, business forecasting, marketing effectiveness, and improve sales results.
Does your business need a CRM?

Primary pain points driving CRM purchase and adoption decisions:

- Low functionality and usability with legacy customer contact and marketing outreach processes vs cloud/mobile-enabled solutions;
- No good control of access to customer contact data (outside contractors shouldn’t own your customer info);
- Customer account management transitions are inefficient and piecemeal (sales rep turnover);
- Legacy customer contact management processes not scalable;
- Legacy systems lack sophisticated, flexible, fully automated sales and marketing tools;
- Critical customer information is de-centralized or siloed, Customer Journey is not fully results-directed or consistent in message/brand/tone.
- Security risk management
CRM Utility, SalesForce Research

Of 2900 salespeople surveyed in 2017

• Only 34% of a sales professional’s time is spent selling
  • Other time-consuming tasks: data entry, quote generation, etc
  • 57% expect to miss quotas this year

• 66% of sales teams track “customer satisfaction” as top KPI (higher than ”quota met”)
  • As tech-savvy customers continue to raise the bar, refocusing company performance metrics on customer experience is key

• Data-driven forecasting drives high-performance teams
  • Top 24% high-performing sales teams are 1.5 X more likely to forecast on data-driven insights
  • Underperforming sales teams are 1.7 X more likely to forecast on intuition
Survey, Choosing a CRM

SelectHub CRM study

- Interviews with 254 companies
- Respondent demographics
  - 70% at max $50 M annual revenue and average 0-500 employees
  - 84% under 1000 employees, with the greatest concentration 1-500 employees
  - 75% annual revenue $1-$50M, 58% $1-$10M
- In other words, this could be you
SelectHub Survey, Distribution of SMB CRM Solutions

- 29% Outlook
- 22% Excel
- 14% Gmail
- 5% homegrown
- 5% Mailchimp
- 4% paper
- 3% none
- 2% ACT
- 2% Office
- 2% Salesforce
- 2% Microsoft
- 2% Hubspot
- 2% Oracle
- 1% Sugar
SelectHub Survey, CRM Business Justification

1. Functionality - lack of CRM features - 22.75%
2. Not centralized - multiple systems or sources of information - 17.25%
3. Cumbersome - hard to use, inflexible, slow - 12.55%
4. Integration - doesn't integrate well with other software - 10.2%
5. Legacy - old, outdated, heavily customized - 9.8%
6. Costly - expensive for licences or maintenance - 9.41%
7. Inefficient - doesn't help them get organized - 9.02%
8. New CRM - new company - 7.45%
9. Analytics - inefficient reporting - 7.06%
10. Outgrown - need for modern CRM - 7.06%
SelectHub Survey, CRM Vendor Market Share

1-10 employees
- Salesforce
- Zoho
- other
- Sugar CRM
- Hubspot

11-50 employees
- Salesforce
- other
- Zoho
- Microsoft
- Hubspot
- ACT
- Pipedrive

51-200 employees
- Salesforce
- other
- Microsoft
- Hubspot

<<Decreasing order

Making Change: Culture Content Commerce

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Freemium CRMs

- **Hubspot (#1)** (CRM part of Hubspot productivity suite, see below)
- **Freshsales**
  - Features: unlimited users, contact records, storage, lead capture & full management, advanced reporting
  - Missing vs paid CRM: deal funnels, realtime email tracking, gCal integration, lead assignment rules & scoring, in-app event tracking, territories, segmentation
- **Insightly**
  - Features: potential for 2 users, 200MB storage, 2500 records, 5 email templates, 10/day mass emails
  - Missing vs paid CRM: MailChimp integration, calendar & contact sync, lead assignment rules
- **Zurmo CRM**
  - Features: gamification, project management, unlimited contacts, custom dashboards, lead management, activity management, deal tracking, marketing automation, Gmail+Outlook,+Zapier integrations
CRM Pricing, Salesforce

https://www.salesforce.com/products/

- “Connect your customers in a whole new way with the world’s #1 CRM platform” (3400+ apps offered)
- Einstein AI smart CRM assistant; make decisions faster, make employees more productive, and make customers happier using AI-powered predictions and recommendations.
  - Essentials $25/mo, 10 users max (lead management)
  - Professional $75/mo/user (campaign management)
  - Enterprise $100/mo/user (advanced reporting)
  - Unlimited $300/mo/user
Marketing CRM, Salesforce

Salesforce Marketing Cloud
https://www.salesforce.com/products/marketing-cloud/overview/

- ExactTarget: $400/mo (billed annually); Email marketing, Mobile, and Web Marketing (ExactTarget)
- SocialStudio: Social Media Marketing, $1000/mo
- Social.com: Digital advertising, $1250/mo
- Pardot: $1000/mo, B2B Marketing Automation
CRM Pricing, Zoho

https://www.zoho.com/

- “Run your entire business with Zoho's suite of online productivity tools and SaaS applications.”
- AI-powered predictions and analytics for better customer service and CRM usage.
- Zoho CRM
  - Free trial 15 days
  - Standard $12/mo billed annually (100K records)
  - Professional $20/mo billed annually (unlimited records)
  - Enterprise $35/mo billed annually, Subscription
- Zoho One (40 integrated apps)
  - All-Employee $30/employee/mo billed annually (min 5 users)
  - Flexible User Pricing $90/mo, no employee # limits
CRM Pricing, HubSpot

https://www.hubspot.com/

- “HubSpot offers a full platform of marketing, sales, customer service, and CRM software — plus the methodology, resources, and support — to help businesses grow.”
  - HubSpot CRM Hub
    - Free forever, unlimited users, all data
  - HubSpot Growth Suite (Marketing, CRM, Sales, Service Hubs)
    - Starter $113/mo/1 user
    - Professional $1200/mo/10 users billed annually
  - HubSpot Marketing Hub
    - Free trial
    - Starter $50, Professional $800/mo billed annually
HubSpot Marketing

- **Visibility:** ability to see interactions each contact has had with your website, emails, downloads, social media, etc. to gauge interest and target future interactions. Import business data from publisher’s systems, including account information (and title information) to realize each contact’s involvement with the business.

- **Segmenting:** logically group customers in order to provide better targeted messages.

- **Opportunity Identification:** the more visibility and segmentation you can gather, the more obvious opportunities become when you can see your entire customer base from one platform.

- **Nurturing:** the more visibility we have into customers’ particular interests from what we offer them, the more we’re able to continue to drive them to a desired result.

- **Converting:** right audience, right message, at the right time = successful conversion
CRM Pricing, Sugar

https://www.sugarcrm.com/product/pricing-editions


• Sugar CRM
  • Free trial
  • Professional $40/mo billed annually (15GB storage)
  • Enterprise $65/mo billed annually (60GB storage)
  • Ultimate $150/mo billed annually (250GB storage)

• Sugar Productivity Suite
  • $85.00 per user / per month
CRM Use Case

SUGAR CRM demo

- by George Dick, Four Colour Print Group
- How to run entire SMB on Sugar
- Business use-cases
- Importance of dedicating resources to build CRM
  - Data
  - Reporting
  - Dashboards
  - Adoption!!! (by sales & marketing teams)
CRM Wrap-up

• **Others to consider:**
  • Lessannoyingcrm
  • Aptivo
  • Workbooks.com
  • Capsule CRM
  • Cloze
  • Agile CRM

• **SO,** If you are a small or medium business
  • with *1-200* employees
  • with annual revenue *$1-50M*

• Then **YES,** your company would likely benefit from investing in CRM app and training

• Questions? THANKS!