

# How manual customer relationship management is impacting your business

Small and medium-sized businesses need strong selling processes to sustain success and scale to the next level. However, manual processes caused by outdated customer relationship management (CRM) software, low employee CRM adoption, and a lack of technology altogether hinder the sales process and stunt the organization's growth. **Let's take a look at how much of an impact manual tasks have on your business.**

45%

Of sellers say that incomplete data is their biggest challenge<sup>1</sup>

>30%

The amount of time that sales professionals spend on selling<sup>1</sup>

27%

Of sales professionals say marketing campaigns are not optimized for the right leads<sup>2</sup>

19%

Of sales reps report that there are too many tools to manage<sup>2</sup>

## The Solution

Our company and Microsoft are helping empower small and medium-sized businesses to make more money and improve seller efficiency. As a Microsoft partner, we handle implementation and ongoing maintenance of Microsoft Dynamics 365 Sales to eliminate downtime so that your team can start quickly reaping the benefits of a modern CRM.

### Dynamics 365 Sales benefits include:



Improved win rates and deal sizes



Enhanced seller productivity



Increased marketing efficacy and campaign ROI



Simplified tech stack with fully integrated communication & collaboration

Learn how we can help your organization increase profitability and productivity by building stronger relationships. **Contact us.**