

5 Warning Signs Your CRM Needs a Health Check

Go-to-market leaders in life sciences:

90% of all executives agree – their CRM isn't helping their business grow¹. This shortcoming stems from a core challenge – sparsely, sporadically, and poorly populated CRM data.

What's the cost of bad data? An astonishing 15% to 25% of revenue for most companies², including those in life sciences industries such as biotech, pharma, and medical device sales.



Here are 5 warning signs your life sciences organization needs a CRM health check:



1. Designing sales territories is too time consuming and your resources are poorly allocated.



4. Inaccurate forecasts result in missed company revenue and profitability targets.



2. Conversion rates throughout the funnel are inconsistent and below industry average.



5. Low ROI from all GTM investments relying on CRM data.



3. Customer acquisition costs are too high due to subpar or poorly defined processes.

If your life sciences organization is experiencing any of these warning signs, it's time to re-examine your CRM and overall revenue engine.



Download our GTM transformation guide for life sciences and get a prescriptive, 5-step process to drive meaningful CRM adoption, better sales performance, and sustainable growth.

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