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5 Warning Signs Your CRM Needs Some Fine-tuning

Go-to-market (GTM) leaders in manufacturing:

90% of all executives agree – their CRM isn't helping their business grow[1]. 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 companies[2], including those in the manufacturing sector.

Here are 5 warning signs your manufacturing organization needs to fine-tune your CRM:

1. Designing sales territories is too time consuming and your resources are poorly allocated.
2. Conversion rates throughout the funnel are inconsistent and below industry average.
3. Customer acquisition costs are too high due to subpar or poorly defined processes.
4. Inaccurate forecasts result in missed company revenue and profitability targets.
5. Low ROI from all GTM investments relying on CRM data.

If your manufacturing organization is experiencing any of these warning signs, it's time to give your CRM and overall revenue engine some much-needed maintenance.

Download our GTM transformation guide to keep your manufacturing efforts on track by getting a 5-step process to drive meaningful CRM adoption, better sales performance, and sustainable growth.

Download Now

1 Harvard Business Review, "Why CRM Projects Fail, and How to Make Them More Successful | 2 Redman, Thomas, "Seizing Opportunity in Data Quality," MIT Sloan, Nov. 27, 2017