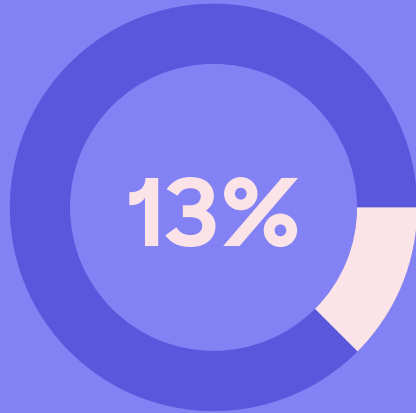


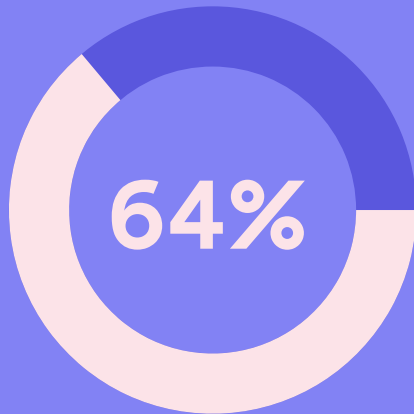


How to Overcome the Pain Points of Your CRM





Only 13% of sales teams are highly satisfied with their CRM systems (source).



According to an Accenture study, 64% of salespeople's time is spent on non-selling activities (source).

Summary

CRM, or customer relationship management, is a strategy companies use to track customer relationships through the buyer's journey. A CRM system stores information on client and prospect interactions and tracks marketing and sales touchpoints (including email, phone, website, live chat, and social media), providing customer-facing employees with detailed context on a client's activity and feedback.

If used effectively, a CRM can be the lifeblood of your sales team, keeping everyone organized and at peak productivity. However, as your company, sales stack, and database grows, it becomes more difficult to uphold a structured and accurate CRM system. The result? Less organization, more confusion, and fewer closed deals.

What's Covered:

CRM software is a powerful tool when used correctly, yet another obstacle to a sales team's efficiency when it's not. Leveraging research and commentary from industry analysts, this eBook explores how your sales team can get back valuable time by overcoming some pain points with your CRM, such as:



LOW ADOPTION RATES



INTEGRATIONS



DATA QUALITY



Low Adoption Rates

Often times, B2B sales and marketing teams do not have mutually agreed upon objectives before implementing a CRM system at their organization. According to a CSO Insights study, even though 80% of B2B organizations have a CRM solution, only one third of organizations have adoption rates of 90% or higher. Companies invest large amounts of money into CRM systems, but it isn't always embraced by sales professionals. Sales teams don't think it gives them a good ROI of time and resources, frankly, from a lack of guidance from upper management.

Try this:

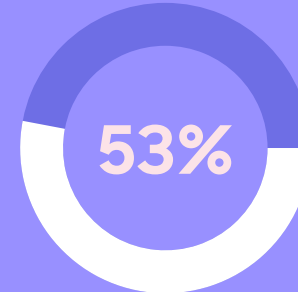
Assemble a cross-functional team to determine specific, measurable goals. After deciding objectives, create a phased implementation plan. After deciding organizational objectives, create smaller, more targeted implementation plans over the course of three months. With the right plans in place, organizations can see great results. Implementation may take some time. However, with the right plans in place, organizations can see great results.



Only 1/3 of organizations have adoption rates of 90% or higher ([source](#)).



Only 53% of sales reps regularly use CRM ([source](#)).





Integrations

The modern sales stack is rapidly growing, which is both a good and bad thing. According to Accenture, more than half (59%) of sales executives feel they utilize too many sales technologies. Furthermore, 55% of sales reps view the tools in their sales stack to have a negative effect on their overall performance (source).

B2B sales professionals crave integrations for the prospecting solutions, automation platforms, and other technologies in their toolbox that support on-the-go prospecting efforts. By eliminating inefficient guesswork, research, and manual data entry from a sale rep's workload, they can just focus on selling.

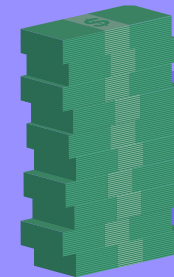
Try this:

It's possible to transform your CRM from a place of record to a prospecting environment for your sales reps. Prioritize CRMs that integrate with the rest of the tools in your sales technology stack and daily workflows. Remember, the goal is to maximize sales productivity and streamline workflow – not make more work for your sales reps.

**4 HOURS
PER DAY**



The average rep updates their CRM roughly 300 times per week, which translates into 4 hours per day (source).



**\$13,200
PER YEAR**

This translates to an average of \$13,200 per CRM user, per year (source).



Data Quality

Your CRM engine is only as good as the customer and account information you put in it. Data issues are often overlooked, but it is the lifeblood of your CRM system. In fact, in a recent Gartner study, organizations estimated that poor-quality data is costing them an average of \$14.2 million annually (source).

Studies show that, every minute, 4 organizations will switch locations and 76 people change jobs or their roles. Consequently, your prospect and customer data goes stale by the second and the last thing you need are unreachable contacts.

Try this:

Find a prospecting solution that will protect your database and empower follow up with data that is correct, consistent, current, complete and covers your needs.



\$14.2 MILLION

Organizations estimated that poor-quality data is costing them an average of \$14.2 million annually (source).

Conclusion

From robust integrations with popular CRMs and marketing automation platforms to plug-ins that support on-the-go prospecting efforts, like browsing LinkedIn profiles and company websites, ZoomInfo's contact data and sales intelligence is always at the fingertips of your sales teams.

Leveraging its growing database that includes millions of professional and company profiles, ZoomInfo has helped organizations optimize its contact and account data to target qualified prospects for over 15 years.



Without ZoomInfo, we'd be spending far more time researching this information and updating our CRM manually. As a result, we've been able to increase our pipeline and drive revenue growth for Radius.

Dwight Griesman

CMO, Radius



ZoomInfo's accurate data allowed the sales team to spend more time selling and less time researching.

Sean Goldie

Senior Segment Marketing Manager, Concur

Start hitting your number with ZoomInfo.

Visit www.zoominfo.com or call 866-904-9666 to find out how.

