

Maximising The Return On Your CRM Investment

The logic of using CRM systems in sales and account management is compelling. It increases profitability, enables cross-functional customer working and gives management a better grasp of their operation and an effective means to forecast business. Sadly reality is somewhat different. Few companies achieve the gains they expected from their sales automation system.

Xmonic has developed an account management system that will enable you to gain a return from your CRM investment, but the way it works is almost completely different from conventional CRM products. We believe most sales automation systems fall short of what is needed to support effective account management and are too inflexible to really help salespeople increase their productivity. What is required is not more functionality or features, but a whole new way of looking at how technology supports sales and account management operations. An approach that matches the way modern account management works, one different in structure to conventional CRM systems.

Essentially, CRM systems are data depositories: Very clever data depositories that collect and pass data to and from different legacy systems and people, and present it in a number of different ways. They do all this at the touch of a button, but that is all they do; search for, share and present data.

Today your Account Managers require a system that does more than find information; they need help in doing something with it, and fast. Not just

sharing customer information, but a system that will help them use the data to work with others across your organization to present a single customer face and win sales opportunities. Account Managers need a system that will help them do their job; a system that gives them more time; one that contains not just search tools, but automated account development tools to speed up the process of developing an account. And you need a system that will tell you instantly the latest position in any of your accounts. One which tells you the accounts that are profitable or at risk and which Account Managers are effective. Basically you and your people need a system designed for the job - Account Management.

At Xmonic we have such a system - we call it RM3.

RM3 is not structured like the typical CRM system, a conversional database, because its purpose is to support selling in the twenty first century. It does not present data in a fixed and rigid way, but fluid to match the differing levels and complexity of individual customer situations.

RM3 can be a stand-alone account management system, or used to enhance your existing CRM system by acting as an interface between it and your Account Managers.

But it is not just the functionality that differs, so too does the pricing. RM3 does not penalize you for the number of people using the system. We recognize that at any moment in time any number of people, including those within your customer or partner organizations, can be involved in an account. RM3 pricing allows this to happen - without incurring increased license costs because like its structure and content, it has been designed for modern Account Management.

Enhance your sales automation system with RM3 and your Account Managers will consider its use a benefit and not a chore, and your company will begin to enjoy the fruits of its CRM investment.

RM3 helps you get a return on your CRM investment.

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