

7 Ways to Grow Sales with Intelligent CRM

Predict the buying behavior of your customers and prospects by applying machine learning to your CRM data for continuous improvement in sales and marketing.

1 Identify the prospects most likely to buy

Analyze customer and prospect data to predict buying patterns and continuously refine marketing tactics.

86%

of customers will pay more for a better customer experience

2 Connect information about customers across the business

Coordinate across departments to identify cross-sell and up-sell opportunities based on historic customer buying patterns.

3 Prioritize prospects based on data-driven qualifications

Help your salespeople focus on the opportunities they are most likely to win in the shortest time.

4 Identify purchase trends across the entire customer base

Analyze historic and current sales to spot trends in buying behavior to take advantage of opportunities and avoid missteps.

5 Use predictive analytics to improve marketing results

Build your knowledge of customer behavior by analyzing historic prospect and customer responses to campaigns and promotions.

1/2

of all businesses say their success depends on their ability to be highly responsive to customers' specific needs.

6 Increase accuracy of forecasts based on historical metrics

Analyze past wins, losses and delays to apply data-driven guidance to individual and combined sales forecasts.

7 Deliver qualified, data rich leads to sales

Collect data on prospects from social networks and outside sources so salespeople engage with more insight.

8%

higher win rates when sales reps are provided internal and external data.

Sources: Forbes, Customer Experience: Is It the Chicken or Egg?, 2013; <http://partnersinexcellenceblog.com/70-of-buying-process-completed-without-sales-involvement>; <http://pages.lattice-engines.com/csoinsights-report-the-impact-of-big-data-on-sales-performance.html>, Techaisle 2015 Global SMB Technology Adoption Study



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