



**2024**  
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# Strategies for Success: Optimizing CRM Utilization



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# CRM – Customer Relationship Management

## What is CRM?

CRM Solutions enable businesses to store and manage all their customer data. This data can be mined for insights, used to automate marketing and sales processes, forecast future sales and much more.

*Each CRM solution is tuned to help businesses achieve different goals and objectives.*

\*Reference: Forbes Advisor 12.28.22



# Benefits of an Optimal CRM

- Better Manage Relationships with Clients
- Centralize Data
- Identify and Convert More Leads
- Increase Client Retention
- Make Intelligent Data Driven Decisions
- Automation
- **MAKE MORE MONEY!**

# The Numbers

Improve Lead Conversion by 300%

Increase Retention by 27%

Shorten Sales Cycle by 24%

Increase Revenue per Sale by 41%

Save 25% in Marketing Costs

\*Reference: Zoho



# The Journey

Where are you in your CRM Journey?

Where do you want to go / grow?

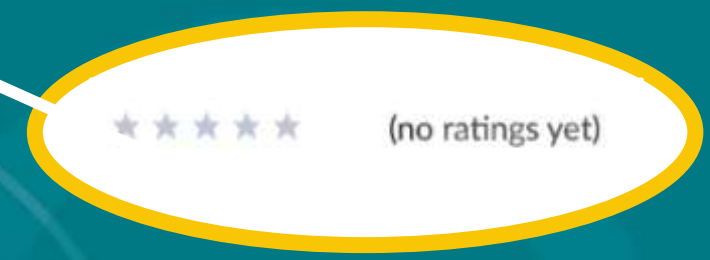
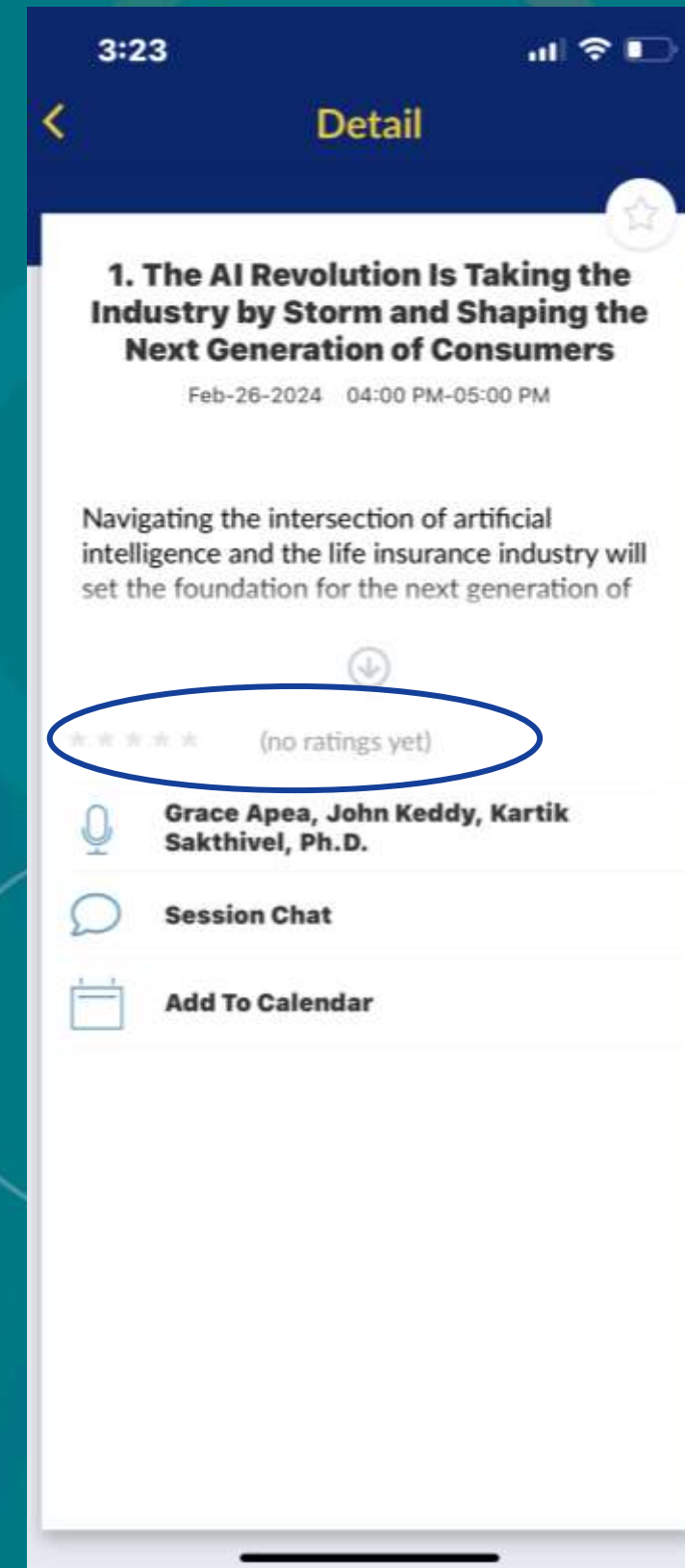
Our Panelists Share Experiences of Their CRM Journey...

# Please Provide Your Feedback on the Conference App

## OPTION 1



## OPTION 2



# Thank You

