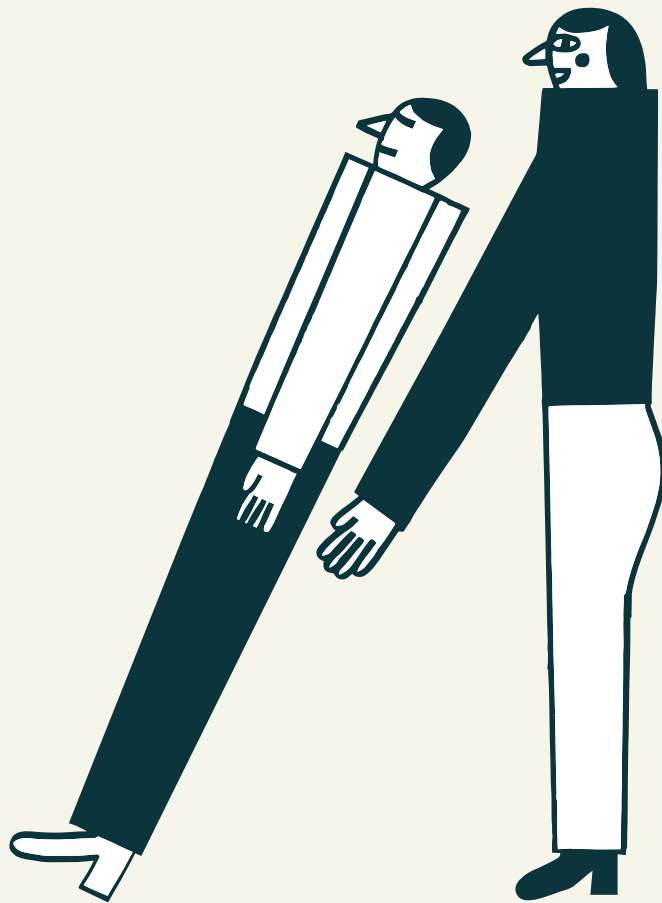# Why your business needs a sales CRM

The problem

Companies spend thousands or even millions of dollars on Sales CRM software and other sales technology that promises to help them forecast more accurately and reach their revenue goals. Yet their sales teams are still struggling to hit their numbers.

With so much money and time invested in sales growth, why are sales leaders falling short when it comes to improving performance?

You're using too many sales tools

Today's market is flooded with point solutions that seek to solve small pieces of the sales performance puzzle, from email tracking to call dialing and reporting. But the more tools your team must juggle to do its job on a daily basis, the less time it actually spends selling. In addition to adding up from a cost perspective, these point solutions also complicate reporting and limit visibility by scattering data across multiple platforms.

Reps refuse to adopt your current solution

Your reps are used to intuitive consumer-facing applications like Google, Venmo and Skype; unfortunately, your Sales CRM doesn't even come close to offering this type of seamless experience. In fact, it's so complicated that your reps are more productive without it, making it impossible to establish a consistent sales process or capture any meaningful data. Even more data is getting lost in the field without a fully functional and easy-to-use mobile experience.

You have zero insight into sales performance

With reps entering so little information throughout the sales cycle, uncovering meaningful sales insights is simply not possible from a data volume perspective. And even if it were, most solutions don't offer the big data infrastructure necessary to provide them. Instead, you're left piecing together table-like reports that can provide yes or no answers to basic questions, but offer little to no insight into how to optimize performance.

Sales platform pitfalls

59%

of reps say they are required to use too many sales tools.

Source: Accenture

74%

of sales teams using CRMs have poor adoption rates.

Source: Qotient

65%

of sales leaders say it's too difficult to get meaningful insights from their data.

Source: Domo

The solution

All-in-one sales platforms give reps the flexibility and tools they need to exceed their quotas and drive revenue, while generating the depth of data and insights required for sales leaders to systematically understand and improve performance.

Access all the tools you need in one place

All-in-one platforms eliminate the need for multiple sales point solutions by providing businesses with tools for email, phone dialing, lead scoring, forecasting, reporting and more—all in a single user interface. Productivity increases without reps having to bounce back and forth between platforms, and visibility improves without the need to connect the dots across data trapped within multiple systems.

Give reps a solution they want to use

Built with ease-of-use and multiple devices in mind, all-in-one platforms provide sales teams with convenient, consumer-grade user experiences that inherently drive adoption. Call recording, email integration, automated data entry alerts and other tools streamline data capture and help you better track and manage your sales process. Finally, mobile-first design means reps can conveniently stay connected anytime, anywhere.

Get data-driven sales intelligence

As reps' adoption of your sales solution grows, so will the quantity and quality of the information you collect. With the power to capture and process big data, all-in-one platforms enable sales leaders to visualize and dig deeper into their qualification, communication and conversion processes. Armed with reports like lost deal analysis and win rate optimization, your team can identify and address opportunities for sales growth.

Winning with all-in-one

75%

Boost in sales productivity

95%

Increase in user adoption

30x

More data captured

Contact us

For more information about how the all-in-one
sales platform can transform your business,

visit www.zendesk.com/sell/
or call us at (855) 964–1010.

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