# How to drive **CRM pipeline adoption**

### Running a business with **CRM can net you real money**



The average ROI for **CRM is \$8.71 for** every dollar spent (Nucleus Research)

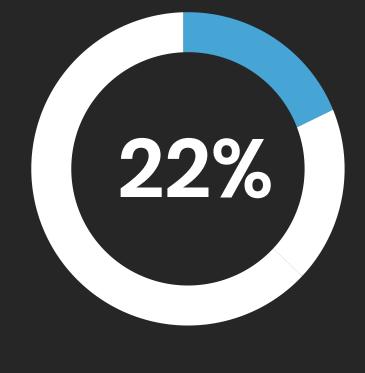


Per sales person, a **CRM can increase** revenue by 41% (Trackvia)

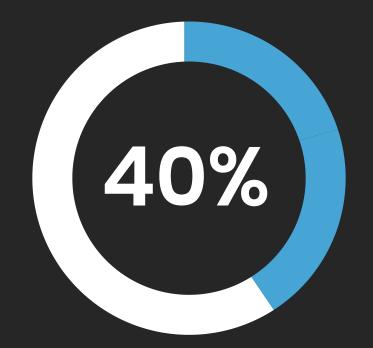


CRM are known to improve customer retention, by as much as 27% (Trackvia)

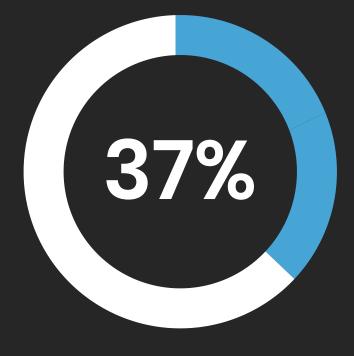
### But adoption is a problem



22% of salespeople still don't know how to use a CRM

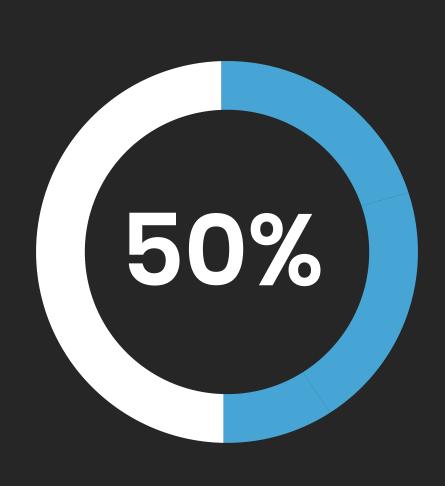


40% of salespeople still use informal methods like Excel sheets and emails to store customer data



Less than 37% of sales reps enter complete pipeline data in the CRM

**SOURCE:** Hubspot



#### Only about 50% of the CRM features paid for by businesses are actually used

**SOURCE:** Butler Group

### Indicators of low **CRM adoption**

Your sales reps may be entering new **Opportunities and Closed Wins in the** CRM, but leaving out all the pipeline stage information

They might not document deals **Closed Lost** 

Some of your reps may not be entering their information correctly

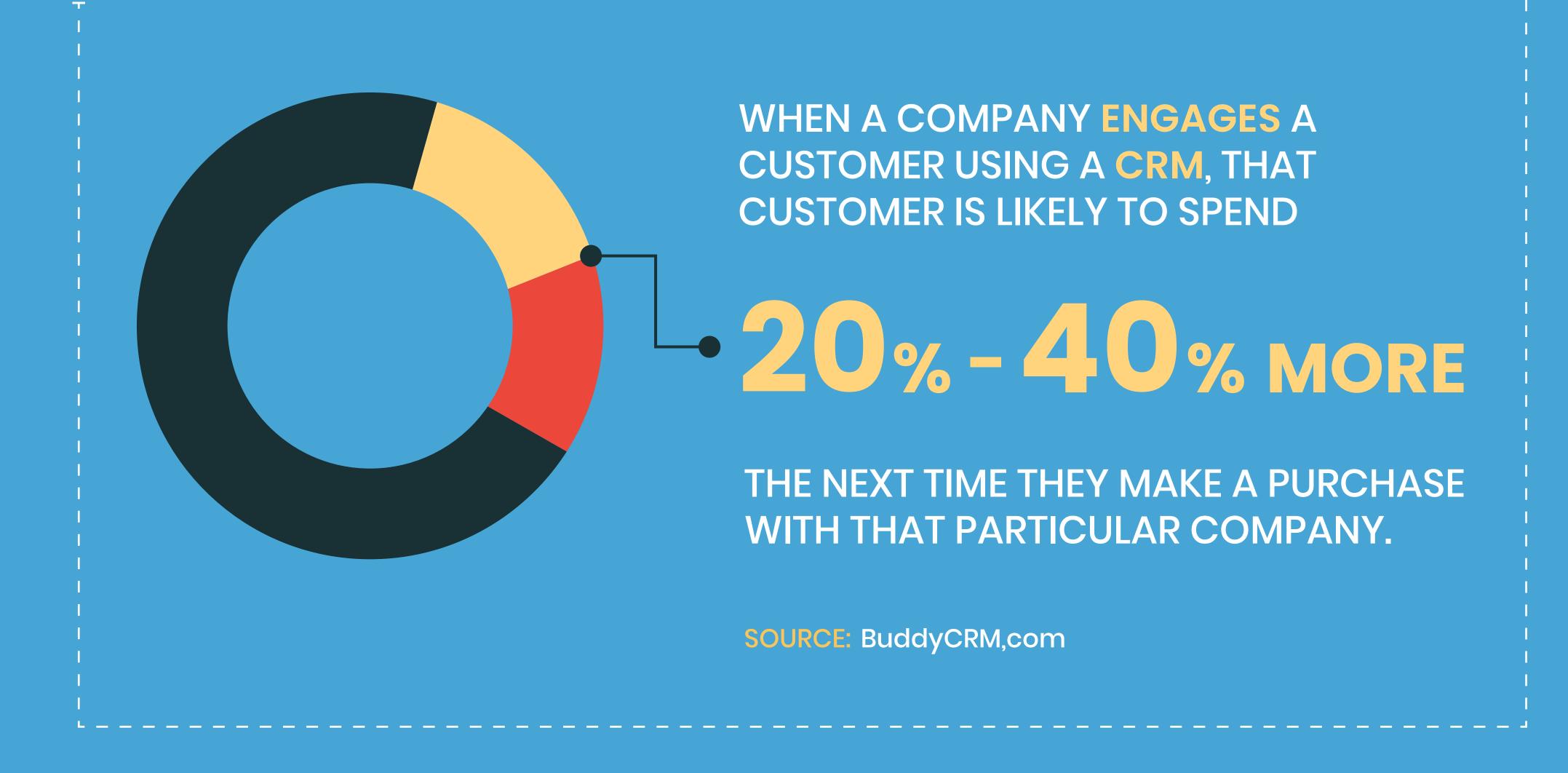


They might not submit their forecast to the CRM, or submit them late, or their forecasts may be way off

The assumption that CRM is only for sales and not for all customer facing roles - that ends up giving you a less than 360 degree view of your customers

### Why should you push your sales reps to use a CRM?

Is CRM really that helpful for salespeople?



### How to incentivize your sales team to rally around your CRM?

#### Offer an incentive for entering pipeline information

- Start by incentivizing the sticking points in the pipeline. Introduce an "If it's not in the CRM, it doesn't exist" rule - whether it's withholding commissions, compensating reps based on activity, or setting an expectation you won't attribute deals to reps who close them unless they update the pipeline information on the CRM
- For example, offer your sales reps a commission for a full pipeline view. But if they fail to enter all the critical pipeline stages, deduct 0.5% from their commission. If the Closed Wons vary dramatically than their Forecasts, deduct another 0.5%

#### Offer spiffs

- Spiff team goals run contests between teams such as East sales team vs West sales team, new business sales team vs retention sales team
- Spiff contests/incentives are not just for closed deals, but for demos, quotes or something as simple as the number of meetings

#### Show your reps the value of the software

- Demonstrating value of a CRM and tying user adoption with personal growth and ightarrowdevelopment will make the sales reps embrace the transformation more easily
- Automating time consuming pipeline information entry with pre-filled templates can help reduce manual entry efforts and make users see the CRM as a labor-saving tool

## What's next?

The adoption of artificial intelligence in CRM activities in the United States in the next five years will lead to a gain of an additional \$394 Billion.



Incentivization empowers you to reach your full CRM potential

Check out Fielo's simple solution at

#### www.fielo.com