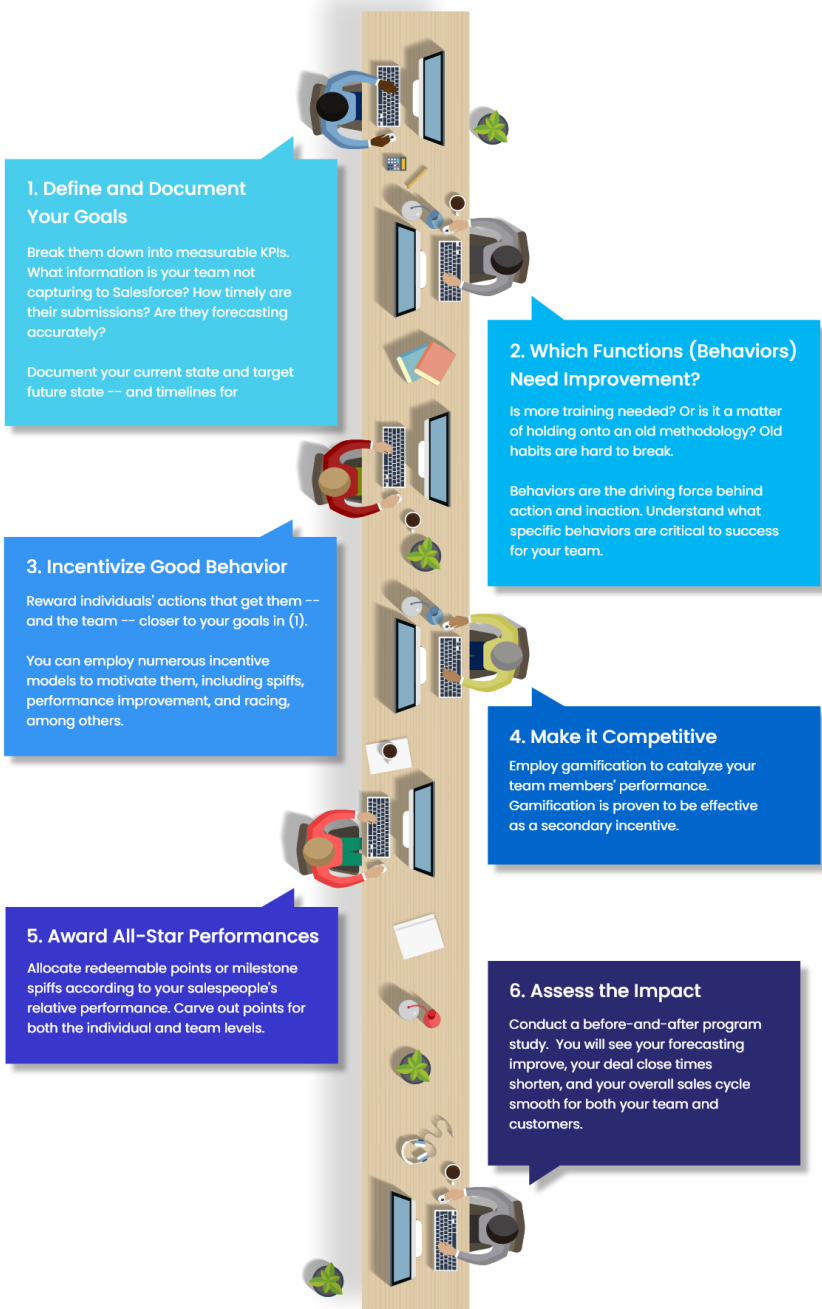


# 6 Steps to Improving Salesforce CRM Adoption

70% of customer relationship management (CRM) implementations fail, according to estimates from Forrester Research, because salespeople don't learn or adopt CRM.

## Don't be in the 70%.



Email us at [marketing@fielo.com](mailto:marketing@fielo.com) to start energizing your sales team

Fielo's Incentive Automation platform allows organizations to easily design, manage and scale incentive and loyalty programs. Fielo's Salesforce-native solution not only incentivizes desired outcomes, but also the behaviors that drive those results.