Implementing a Winning CRM Strategy

Rick McCutcheon
Dynamics CRM MVP
About Rick McCutcheon

- Dynamics CRM MVP, CSP - Certified Sales Professional
- Leading strategist, speaker and writer on CRM and Social Selling
- Facilitates Sales Process and CRM Best Practices Educational Events for leading Corporations and Associations including
  - Microsoft Corporation
  - ExtremeCRM
  - Dynamic Communities
  - CRM Evolution

Rick McCutcheon
Dynamics 365 CRM MVP and Sales Process Expert
Full Contact Selling • George Brown College
Toronto, Canada Area • 500+
Customer Relationship Management is the business philosophy that lets you know and manage your *business ecosystem* better. It allows you to share information more thoroughly, and interact more completely. This is can only be achieved by creating a system that integrates people, process, CRM and related technologies.

CRM is Forever!
“Ecosystem” conveys the idea that all the pieces of an economy come together in particular places, and that their strength and interactions determine prosperity and economic growth. Think of it as your garden, where you need fertile soil, seeds, and other ingredients to make things grow.
Who Is In Your Ecosystem?
Companies continue to make new investments in CRM to take advantage of new analytics, social collaboration, mobile, and other capabilities “and with good reason”

In analyzing Nucleus ROI case studies on CRM, the average returns from CRM have increased since 2011, from $5.60 to $8.71 for every dollar spent.
If a new customer buys from your business for 5 years and generates 25 orders per year with an average size of $500.

The lifetime Income from a new customer would then be:

- 5 years x 25 orders per year x $500 value = $62,500.00

If the average gross margin is 30%, then each new customer will generate a lifetime gross margin of $18,750.00.

1000 Customers = $18,750,000.00
5000 Customers = $93,750,000.00
10,000 Customers = $187,750,000.00
Planning and Design
Business CRM Stakeholders - ROI

“What best practices are you implementing to get more value from your investment in CRM tools and technology?”

- Promote user adoption: 66%
- Define business process alignment: 59%
- Reinforce executive sponsorship: 40%
- Enhance data management: 36%
- Define metrics: 22%
- Avoid customization: 7%
- Nurture vendor relations: 7%
- Provide adequate hardware: 5%
- Use professional services: 5%

Base: 58 CRM decision-makers (multiple responses accepted)

Source: Forrester Research, Inc.
Dynamics 365 for Sales
Office 365 Integration – Outlook, Excel, OneNote
Dynamics 365 Mobile
Dynamics 365 Customer Service
Dynamics 365 Field Service
Dynamics 365 Project Services

Resource Availability

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<th>September 4</th>
<th>September 11</th>
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</tbody>
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Office 365 Integration – Outlook, Excel, OneNote
Dynamics 365 Social Insights - InsideView
Dynamics 365 Social Listening
Dynamics 365 Voice of the Customer
Dynamics 365 Portals
Dynamics 365 Gamification

My Stats

- Game MVP Award
  - 2/39

- Fantasy Team Award
  - 1/39

- Position Award - Green
  - 2/5

- KPI Award - Revenue Booked
  - 1/7

- KPI Award - New Opportunities Created
  - 2/39

- KPI Award - Products Added
  - 17
Dynamics 365 – ISV Solutions on AppSource
Dynamics 365 – ISV Solutions on AppSource

Find the right app for your business needs
Get solutions tailored to your industry that work with the products you already use

Search Microsoft AppSource

Refine by category
- Analytics
- Collaboration
- Customer service
- Finance
- Human resources
- IT + administration
- Marketing
- Operations + supply chain
- Productivity
- Sales

Refine by industry
- Agriculture
- Distribution
- Financial services
- Government
- Healthcare + life sciences
- Manufacturing
- Professional services
- Retail + consumer goods
- Education

Refine by product
- Cloud Solutions
- Dynamics 365
- Power BI
- Office 365
Selling to the CRM Business Stakeholders

Business Roles

- C Level Management
- Sales Management
- Marketing Management
- Customer Service Management
- Field Service Management
- Information Technology Management
Selling to the CRM Business Stakeholders

Small Improvements in sales can lead to great results
The Value of Selling Time

If a sales rep spends 23% of their time selling and generates $1 million per year in sales. Then each 1% of their time is worth $43,478.26

Source: Pace Productivity
The Value of Selling Time

- 23% = $1,000,000.00
- 30% = $1,304,347.00
- 40% = $1,739,130.00

Source: Pace Productivity
The Buying Process
Social Selling Process
FCS LinkedIn Process

Register for LinkedIn

Complete Your Profile
Join Groups
Follow Leaders
Add Presentations
Start Linking
LinkedIn Contacts
Send thank-you
Invite to Group

Professional Photo
Descriptive Title & Summary
Relative Work Experience
Charity & Awards
Education
Add Twitter

Customers
Partners
Prospects
Suppliers
Industry

Past Contacts
Partners
Co-workers
Friends
Referral Partners
Prospects
School
Groups
Industry Influencers

Participate in Discussions
Post Events
Add Updates
Post Announcements

Give
Request
Post
Like Posts
Send New Requests
Monitor Groups
Monitor Views

Friends
Partners
Industry Influencers
Groups
Referral Partners
Prospects
School

FullContactSelling.com
New Business Development Process
New Business Development Process

- Email Marketing
- Web Intelligence
- Lead Scoring
- Campaign Automation
- SMS Messaging
- Reporting
- Form Capture
- Surveys
- Landing Pages
- Social Discovery
- Event Management
- Training & Support

ClickDimensions

FullContactSelling.com
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10 Steps to Planning and Designing

1. Get executive buy-in on your roadmap
2. Build your internal & external teams
3. Work from a project plan
4. Design starts with your process maps
5. Understand your data model & requirements
6. Choose your CRM wisely
7. Build, test & look for feedback
8. Create a User Adoption Program
9. CRM is forever – grow the culture