

How CRM Software Can Increase Your Sales Team's Productivity

Today, sales associates are utilizing technology more than ever before. Instant communication via cell phones, iPads and other mobile devices is helping to transform the way companies do business. However, in order to increase efficiency and productivity for an entire sales force along with other segments of an organization, a customer relationship management (CRM) software application is a crucial tool to implement.

A variety of **CRM apps** can help your team operate in a cohesive and highly responsive fashion to the requests and needs of customers while at the same time greatly enhancing company workflow and speed. The following advantages accrue to businesses that connect their sales and marketing operations to a CRM system.

Comprehensive and Synchronized Data Presentation

One of the biggest problems faced by sales personnel and others working in a busy and high paced environment is the volume of data they need to review or process during the day and the time it takes to access, evaluate and interpret this information. With CRM software such as a **FileMaker database** program, company personnel are able to access data in multiple, connected databases – the information is synched together and updated at once within the entire system. This gives everyone access to up-to-date and relevant information regardless of their specific responsibility within the company.

Customization of Applications

CRM applications are also customizable to a particular company's preferences. Thus, sales associates are able to learn processes of data entry and task management that are as simplified as possible and easy to perform. In addition, through CRM applications, a company can develop its own system of doing things that works to the best advantage of its workforce and workflow requirements.

Simple Creation of Forms and Templates

Making all aspects of performing business tasks easier is one of the main overarching benefits of a CRM interface. The ability to create productive templates and forms in an easy and time-efficient manner is one important advantage of this software. With this system, the steps required to develop forms that carry out the needed tasks are minimized, lessening the time that sales people need to invest in these administrative tasks. As well, forms can be designed which are very user friendly and enable data entry in a smooth, fast and error free manner.

Efficient and Automated Workflow

In order to achieve true increases in productivity, the complexities of a company's workflow system must be addressed. CRM systems solve this problem by providing a personalized interface that allows businesses to customize the various aspects of their company's operations into one cohesive smooth running system. For instance, such tasks as invoicing, scheduling, handling work orders, following up with customers, and much more, can be greatly simplified and streamlined through a CRM software package. A company may want to **license FileMaker**,

for instance, across its entire sales force and administrative sectors in order to take full advantage of the customization and workflow enhancement benefits.