

Benefits to Using a CRM vs Spreadsheets

Last Modified on 11/02/2020 1:25 pm CST

While some business opt to use a spreadsheet to track and manager their customers and sales leads, this often is a disservice to your customers as well as your sales team. Spreadsheets can result in missed sales opportunities, muddled customer information, long sales processes, lots of time wasted on manual data entry, and limited tracking analytics for managers.

Customer Relationship Management (CRM) systems have been shown to increase sales by 29% and increase sales team productivity by 34%. Among many, *many* other benefits, a CRM helps improve organization of customer information, creates efficient sales processes, saves your sales team boat-loads of time, saves your company money, and helps administrative staff manage sales goals.

1. Organization

A CRM allows all customer information to be organized in one system with documented chronological details of all customer interactions. The system also allows these customers to be organized and segmented based on certain criteria for quick and simple sale prospect overviews.

The system will allow for defined, deal stages, each with their own automated to-dos and task for the salesperson to complete, to form a faster and more efficient standardized sales process.

2. Save your Sales Team Time

Manual data entry is the leading factor in wasted time among sales teams. With spreadsheets, everything has to be recorded manually: all customer information and all interactions.

With our CRM, HyperDrive Pro, you can pull customer data from your Talon, Lightspeed NXT, Lightspeed EVO or DX1 Dealer System directly into the CRM and save time re-entering all of the customers information. The CRM will also automatically record all interactions made through our integrated email, texting, and calendars, removing the need to not only manually enter all this information, but also reducing the need to flip-flop between different systems to communicate with customers.

Because a CRM is mobile-friendly, it also allows salespersons to quickly and easily update information on the go so they can spend more time on the sales floor.

3. Save your Company Money

A CRM saves a salespeople a lot of time, which in turn saves the company a lot of money. It allows the sales team to spend more time on the floor with customers, making sales, rather than wasting countless hours entering data into a spreadsheet.

Our HyperDrive CRM Pro, as previously mentioned, also have integrated communication systems for texting, email marketing, and calendars, which eliminates the need to purchase separate services for these capabilities.

4. Easy Tracking for Management

A CRM improves the experience not only for customers and the sales team, but for managers as well. Reports and analytics allow administrative staff to easily manage pipelines, deals, and contacts. This results in efficient tracking of sales goals and quotas, forecasting sales, and helping management evaluate salespersons' performances so that individual team members can receive the help they specifically need to succeed.
