

# Analysing the CRM needs of a midsize business



By [Paul Anderson](#)

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NEWARK, US: CRM is key to any business's success, so how does one analyse the CRM needs of a midsize business to ensure that business will succeed and grow?

A mid-sized business can be typically described as one that has reached the breakeven point and is at the verge of expansion. At this phase, a business needs a unified platform that will help with its business growth through improved customer relationship management. The growing need for an integrated solution among medium sized businesses has made it the latest target of CRM software providers.

The four main targets that a mid-sized business focuses on achieving through CRM application installation are:

## Contact management

CRM let you create unified and collaborative platform to link all prospect related information in one place. You can link your inbox to your CRM to receive and send mails to your clients, share documents with both internal and external members, update and view contact details, and more.

## Sales process automation

There is a growing need for a collaborative platform that will allow the sales executives to focus on their core competence by automating most of the sales process. The software must offer an effective lead management system. All CRM applications most essentially are contact management system where businesses store customer information. The software allows the users to analyse the information stored in order to find new sales opportunities. It offers insight on 'how changes in customer reactions will impact your business' and 'how you can gain market advantages through early prediction of these changes'.

It helps management to focus on the most positive prospects through smart lead analysis intelligence and offers an effective pipeline management solution.

## Marketing automation

Since sales and marketing are closely related, your marketing strategies will have a great impact on your sales volume. CRM impacts your marketing strategies by offering an in-depth knowledge on your customers. In order to improve sales volume, your marketing team should essentially know:

- Who are the most loyal and profiteering customers?
- What do your customers need to have done by you?
- What are their buying patterns?
- How often a customer replaces or upgrades services during the lifecycle of a product?

Advanced CRM solutions allow automation and simplification of marketing process by allowing marketing team run campaigns from within the CRM software.

## Customer service

Customers are the most important determinant of success for any business. They like associating with a company that is responsive and agile in offering quality services. A mid-sized business needs technology to manage its growing customer

base and to develop personal relationships with them.

## ABOUT PAUL ANDERSON

Paul Anderson is a software consultant based out in California. For over five years he has been offering CRM consultation services to a wide market. Paul is currently associated with Corelynx Inc., also a California based company, which offers wide range of software solutions to customers that includes cloud computing, applications development, open source software development and more. Follow him on Twitter at @pauland29268750.

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