

# Do you feel your business needs Customer Relationship Management

## ...or will it send you broke

### **It will if...**

1. You don't have a Business Plan
2. Your Business Plan reflects a Supplier-Centric strategy
3. You haven't established an achievable ROI goal
4. You're not clear what your business practices are today
5. You want the CRM application to fix your Customer challenges

### **It won't if...**

1. You have a clear Business Plan of where you want your business to go
2. Your Business Plan reflects a Customer-Centric strategy
3. You set a realistic ROI goal, related to your Business Plan, and measured in phases
4. You know all of your business processes, from cash to collection, including all of your customer touch points
5. Your Business Plan reflects both your current customer challenges and your future growth requirements

**CRM Solutions will help you enable your Business Plans with the deployment of your CRM solution. We actively endorse strategies of ROI attainment and self-sufficiency.**

"We have been working with CRM Solutions for three years, after a disastrous initial project. They not only remediated our initial implementation, but have continually enhanced it in line with our business growth and changing needs. Compared to the initial project, they've saved us considerable money and time over that period".

(An international manufacturer) - name withheld by policy (available on request)



*Affordable Commitment,  
Not Expensive Promises...*

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