

## ***The Velos Group CRM-360 Assessment***

### ***Maximize Sales and the Bottom Line***

To maximize your enterprise's revenue growth and bottom-line you've got to identify the business issues you want to address and begin to map out a plan to optimize them. Doing so will help you to identify the process improvements that will be critical to your success and the best solutions that will enable you to implement them.

### ***Gain a clear picture of your CRM priorities and objectives***

The Velos Group CRM-360 Assessment will help you achieve greater clarity regarding what's important and where you should focus your CRM resources and investments.

Our CRM-360 Assessment measures gaps in performance and identifies potential high priority CRM issues in the following 10 key areas:

1. Lead Generation
2. Lead Management
3. Opportunity Management
4. Sales Team Efficiency
5. Sales Team Management & Coaching
6. Marketplace Intelligence
7. Order Processing and Fulfillment
8. Customer Service
9. Customer Service Team Efficiency
10. Customer Service Management & Coaching

### ***The Velos Group CRM-360 Assessment Benefits***

1. Analyzing more than one hundred specific CRM process areas, the CRM-360 Assessment provides a comprehensive, structured, empirical approach to uncovering all of the opportunities to improve the effectiveness and efficiency of your marketing, sales and customer service operations.
2. Helps you to build consensus among all of your CRM stakeholders with regard to your current situation and the approach you should take to CRM going forward.
3. Focuses your CRM technology evaluation process on your areas of greatest need.
4. Improves the morale of all of your customer-facing personnel by giving everyone the opportunity to provide valuable input.

Completing our web-based assessment will identify critical weaknesses and our final report will make recommendations in the following areas:

- ***Process deficiencies and productivity obstacles***
- ***Incomplete, inaccurate and inaccessible information &***
- ***Lack of timely performance feedback.***

Weaknesses in these areas can negatively affect your enterprise's ability to:

***Create demand for its products and services,  
Manage and qualify sales leads,  
Close sales opportunities,  
Process and fill sales orders,  
Serve and support customers, and more!***

# Sample of The Velos Group CRM-360 Overview Report



Filter data by up to 4 levels

# Sample of The Velos Group CRM-360 Section Detail Report

