

How manual customer relationship management is impacting your business

Small and medium-sized businesses need strong selling processes to sustain success and scale to the next level. However, manual processes caused by outdated customer relationship management (CRM) software, low employee CRM adoption, and a lack of technology altogether hinder the sales process and stunt the organization's growth. **Let's take a look at how much of an impact manual tasks have on your business.**

45%

Of sellers say that incomplete data is their biggest challenge¹

>30%

The amount of time that sales professionals spend on selling¹

27%

Of sales professionals say marketing campaigns are not optimized for the right leads²

19%

Of sales reps report that there are too many tools to manage²

The Solution

SuperCell365 and Microsoft are helping empower small and medium-sized businesses to maximize ROI and improve seller productivity. As a Microsoft partner, SuperCell365 handles implementation and ongoing maintenance of Microsoft Dynamics 365 Sales to optimize solution adaptation and support user training so that your team can start quickly reaping the benefits of a modern CRM.

Dynamics 365 Sales benefits include:



Improved win rates and deal sizes



Enhanced seller productivity



Increased marketing efficacy and campaign ROI



Simplified tech stack with fully integrated communication & collaboration

1. "Global State of Sales 2022," LinkedIn, 2022

2. "2020 State of SMB Sales," Dimensional Research, 2020