# The CRM Reveal Solution Engagement
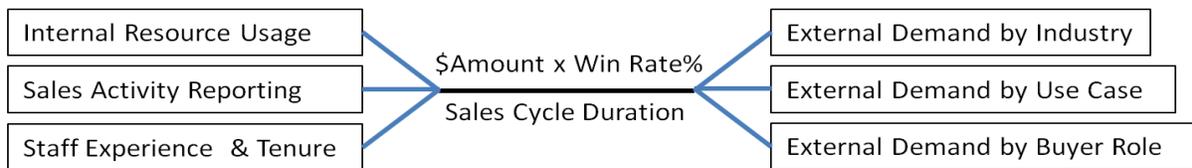## Optimizing Revenue Growth from Insight on your CRM Usage and Pipeline Data

**B2B companies can accelerate revenue growth through disciplined CRM usage with accurate data, strong process, and insightful reporting.** Sales staff makes up the largest expense by department and the highest contribution to customer acquisition cost, yet is still the chief means of executing sales growth. We evaluate and provide specific recommendations based on your current CRM usage and accumulated data to improve efficiency, effectiveness and maximize growth.

For most companies, Customer Relationship Management (CRM) software is a tool that is often misused. CRM can become a strategic weapon when configured and used correctly. Companies should rely on CRM to drive decisions that cross departments. This is particularly true for companies hiring sales staff, seeking to better align marketing to sales, or planning reallocation or hiring of resources among industries, territories and product use-cases

**Key goals you should be focused on:**

1. Identifying the sales staff allocation to improve revenue growth *rate*
2. Understanding the internal and external *factors* that determine sales performance
3. Quantify the trade-off between low *velocity* big deals and high velocity small deals
4. Understand opportunities to improve deal *qualification* improvements
5. Evaluate growth *scenarios* from changes to resource allocation, process and behavior
6. Enhance sales and marketing *alignment* to generate best leads by industry, use-case, roles, and products that maximize revenue growth rate.

| Internal Resource Usage | | External Demand by Industry |
|---|---|---|
| Sales Activity Reporting | $Amount x Win Rate% / Sales Cycle Duration | External Demand by Use Case |
| Staff Experience & Tenure | | External Demand by Buyer Role |

Improving efficiency, effectiveness, focus and execution all depend on a thorough understanding of your current sales and marketing data. An accurate and continuous CRM analysis process is essential to maximize revenue growth. Our *CRM Reveal* engagement enables efficient integration with marketing automation, demand generation, sales execution, and sales commission reporting. CRM can then become the foundation from which B2B sales teams maximize revenue growth.

Skyfollow Consulting Group offers the *CRM Reveal* engagement as a service that is tailored to the needs, scope and time frame unique to each company. This improves management decision confidence, reduces customer acquisition costs and increases customer acquisition rate, resulting in Revenue Growth. We have combined experience with marketing ROI analytics, sales training methodologies, sales management and sales execution.

*"This CRM Reveal method caused us to reduce our focus industries and use cases within a month"*
   – CEO of a Storage Technology VC funded firm

*"We are changing our sales training, and incentive comp structure based on CRM Reveal results"*
   – CEO of a SaaS based online learning platform VC funded firm

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