

Vision 4SCRM

Simple! Overlooked?

6 WAYS TO GET 16%



“Even a blind squirrel finds a nut once in a while”

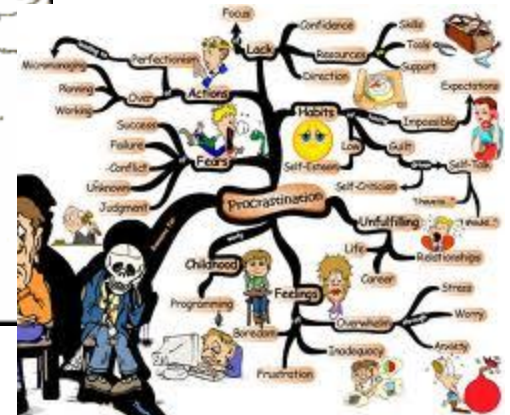
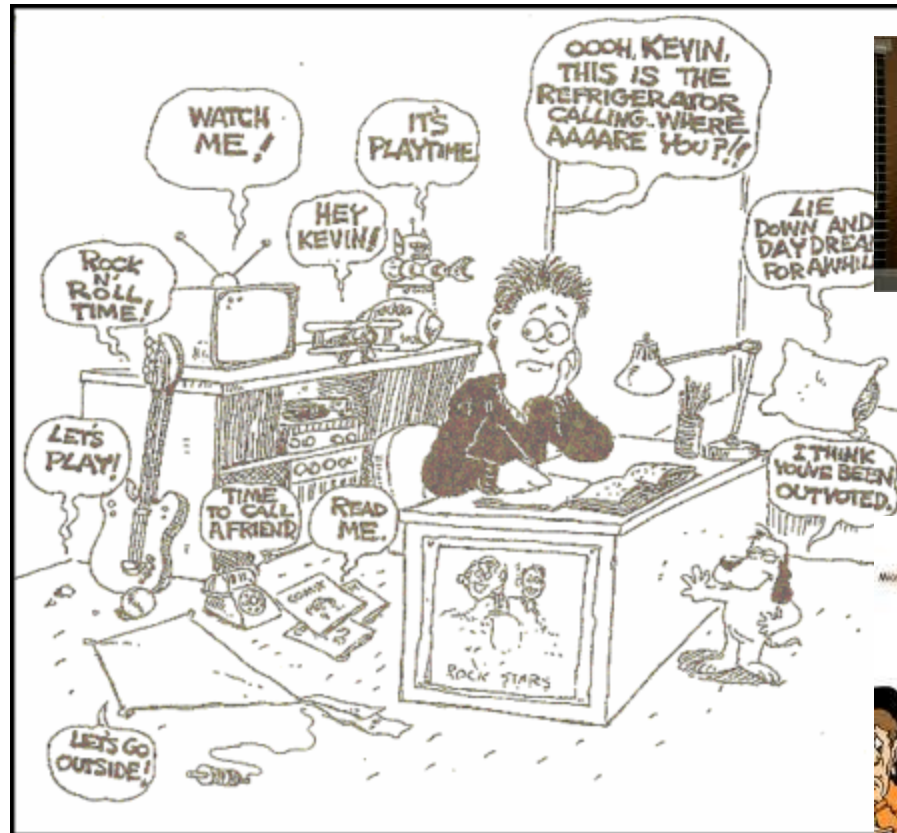
The Accountability Conundrum



If You Own the Business, You are Accountable



Your people don't get distracted?



Who's generating revenue in your company right now?



#1 Cross sell - 3%

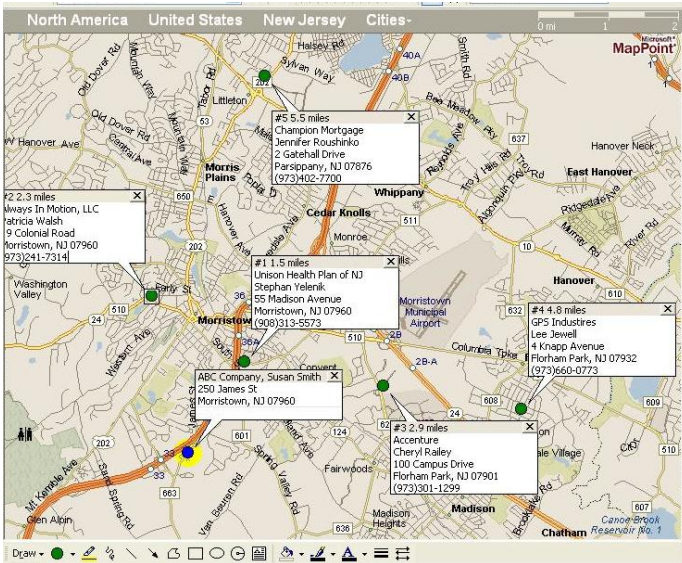
#2 Customer Service Sales – 2%

Customers will say things to customer service that your sales reps won't hear.

Who's picking up on what they're saying?



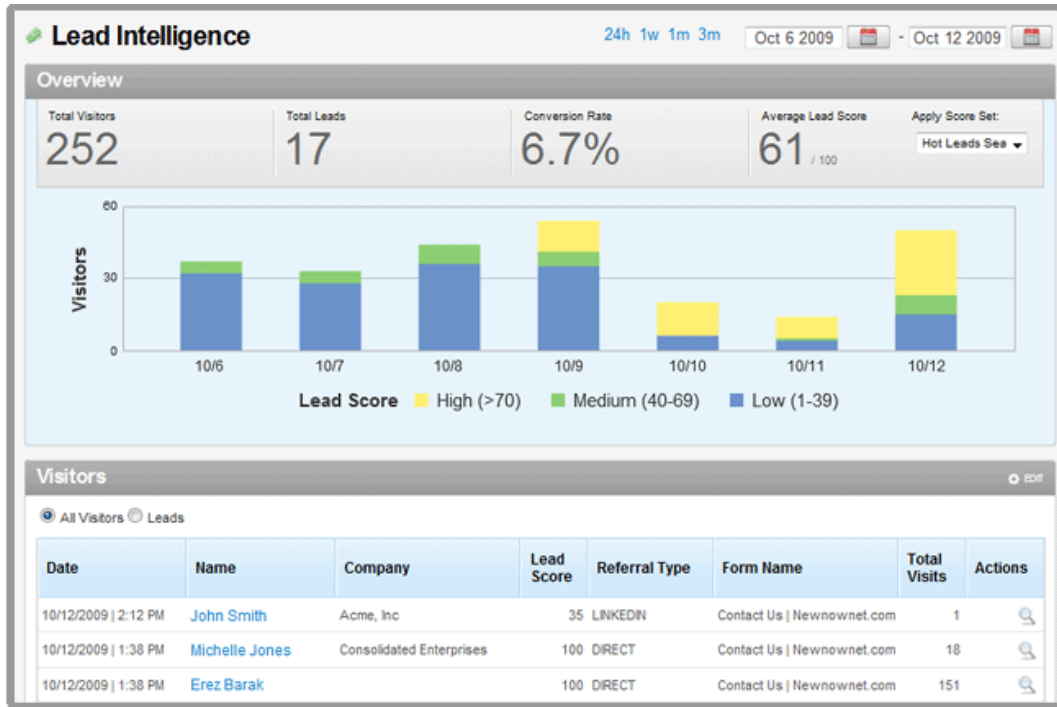
#3 Make the Call! Dial Productively – 5%



- Select a group of contacts geographically
- Dial progressively
- Minimize between call time
- Minimum 10% productivity
- $1\% * 5 = 5\%$ gain in top line revenue

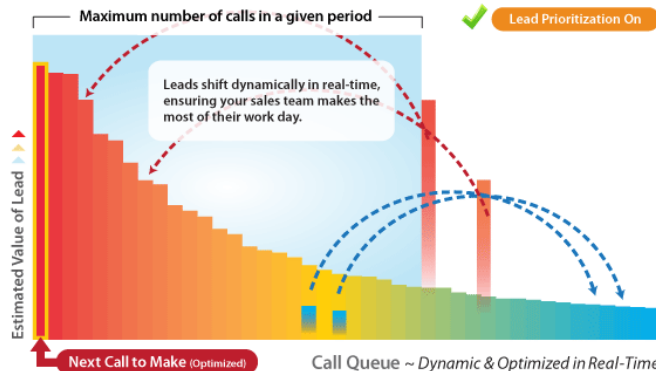


#4 Identify the MVP from your website— 2%



Prioritized Call Queue

Leads are prioritized by their estimated value.





Social Networking

NOT!

Get your butt off Facebook and start working the LinkedIn referral system the way it was originally designed



#5 Leverage LinkedIn and

Jigsaw - 2%

People Go back to Home Page

Bryan McDonald 1st in Financial Services
Senior Associate at The Maddox Group
Greater Chicago Area | Financial Services

Send Bryan a message

Suggest a profile update for Bryan
Recommend Bryan
Save Bryan's Profile

Bryan McDonald It's Friday and your competition is slacking off because it's a holiday weekend. This could be the Tipping Point for your business if you don't slack off too!!!!
1 day ago • Like (2) • Comment • Send a message • Share • See all activity

Current

- Senior Associate at The Maddox-Group
- Executive Committee at The Family Capital Connection
- Founder at Greater Naperville Networking

Past

- Facilitator at National Institute of Financial Education
- Co Chair Holiday Food Baskets at Naperville Jaycees
- Senior Loan Officer/ Real Estate Investor Loan Specialist at Allied Home Mortgage

Education

- Penn State University
- Wilson High School (West Lawn)

Recommendations 9 people have recommended Bryan

Connections 500+ connections


Websites

- What is Enough?
- I am Worth What???
- Tm Off The Ledoe ... Now What!

Bryan's Activity

Bryan McDonald is now connected to Rob Peters and Kim Dorn
22 hours ago

Bryan McDonald It's Friday and your competition is slacking



know who's where
jigsaw

Welcome, Rackman (4) Unrated Points: 17 Support | Log Out

Home Contacts Companies My Jigsaw Community

Ex: IBM or John Doe or CEO or jid@jigsaw.com

3C Bank

Basic Info Directory Locations Family Tree Wiki Research Contact Changes

Website www.abc.com

Overview IBC Bank is all about convenience -- not just at our branches but online as well. IBC.com is always open so you can find out more about our products and services any time, day or night. Plus not only does IBC Bank Online allow you to review your account(s) and pay bills, you can also order checks, set-up alerts, issue stop payments and so much more. [view more and edit](#)

Headquarters 1200 San Bernardo Ave
Laredo, TX, 78040-6301, United States [map](#)

Phone +1.956.722.7611

Industries Financial Services: Banks

Employees 2,737

Revenue \$629.60M

Ownership Publicly Traded - NASDAQ: IBOC

Last Updated gmxtys7w (52) Unrated on 05/16/2011 [Report Abuse](#)

520 Contacts at this Company

C-Level	57
VP-Level	133
Director-Level	62
Manager-Level	117
Staff	151
Sales	34
Marketing	26
Finance & Admin	218
Human Resources	37
Support	26
Engineering & Research	2
Operations	18
IT & IS	54
Other	105

[see all](#)

Recent Contact Changes

Added contacts

- Jaime Calderon
Senior Staff Auditor
Added 05/16/11
- Luis Guerra
Vice President Information Sys...
Added 05/06/11
- Jeraline Diaz
President
Added 05/05/11

Graveyard contacts

- Chelsea Wooten
S 2B
Updated 05/23/11
- Jason Norrad
Storage Administrator
Updated 05/18/11
- Virginia Laque
Principal

[Watch This Company](#) [Update With Better Info \(+5 pts\)](#) [Export This Company](#)

- Get connected and use the connections wisely
- Get referred and introduced
- Cold calling is dead and a waste of time!
- Cut pursuit time and start selling

#6 Know thy Prospect - 2%



- Thoroughly research your prospect – likes dislikes
- Thoroughly research their business
- Understand what's keeping the CEO up at night
- Know how they think, how they make decisions
- Know what “mindfood” will make them respond positively.
- Don't waste their time, they'll respect you in the morning
- **Cut pursuit time and start selling**

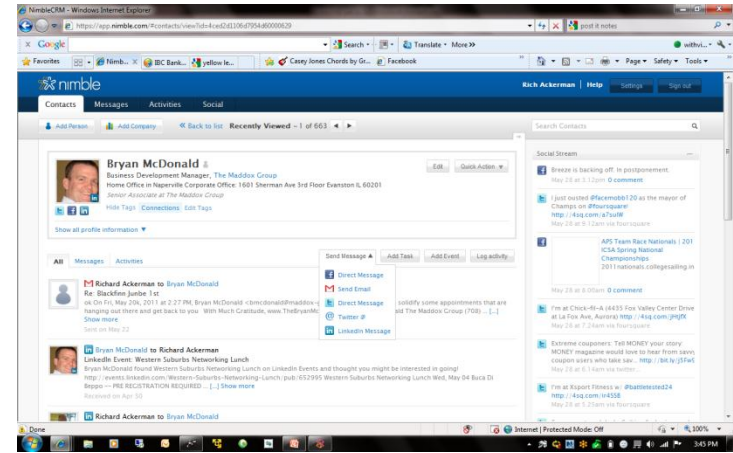
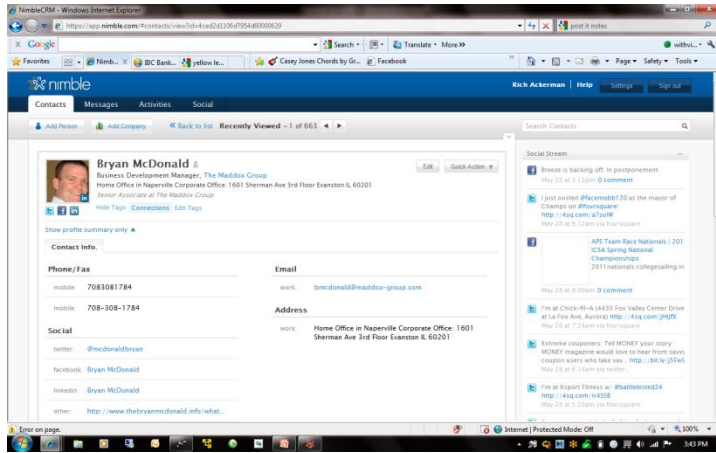


How do you track what's going on in your business?



BONUS! CRM SCRM – 2%

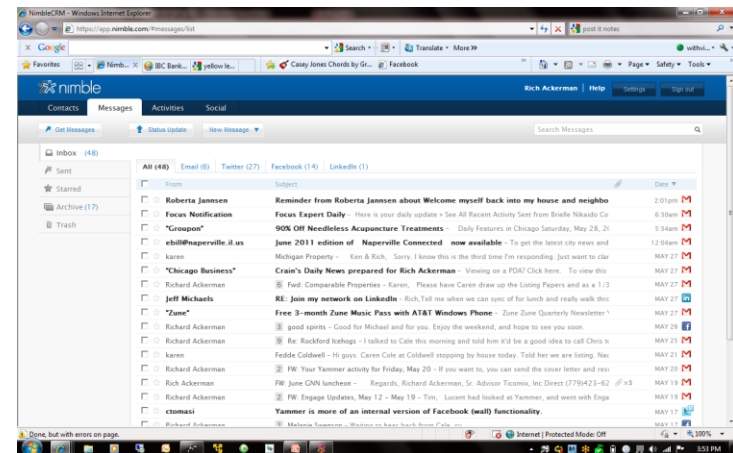
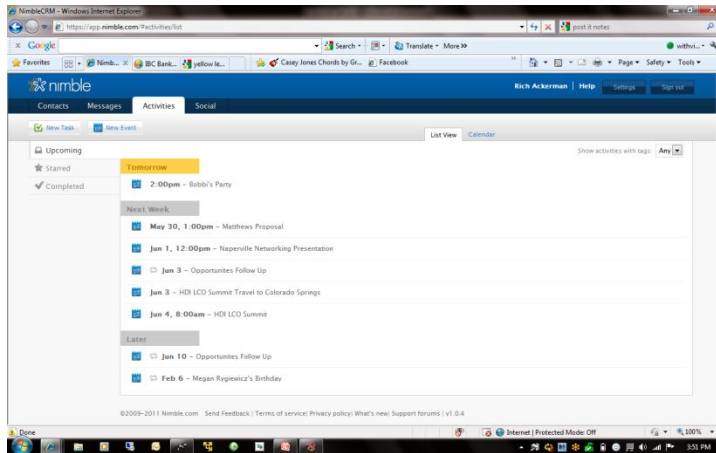
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Do you own one of these?

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If it isn't in here, it doesn't count!



Overlook anything?



vision4scrm@gmail.com

