five unmistakable SIGNS of a broken SALES & MARKETING PROCESS
Contacts are not organized or stored in a central place.
Matt leaves you for a competitor.
Unfortunately, he’s taken his little black book of customers and contacts with him.
leaving you in the dark.
2 Lack of communication between sales, marketing, and support.
Jennifer, your sales rep, rings up Scott, a **loyal customer**.
You have a great new product that she knows Scott would love.
What she doesn’t know is that **Scott has an issue** with his current product, and is working with customer service to resolve his problem.
Now might not be the best time for Jennifer to pitch to Scott (he’s really not in the mood to spend more with your company right now).
3 Inaccurate records and absence of customer history on file.
Ben, your business development rep, thinks he has a hot lead, and makes a sales call to Carl.
When Ben reaches Carl for a chat, he is embarrassed to find out that Carl is already a customer...
and Carl is left feeling like your company just doesn’t know him at all.
Cold calling instead of following up with warm leads.
Caroline, a potential customer, is browsing several pages on your website.
In the meantime, Jennifer is cold calling businesses with little success.
If only she knew that Caroline had been to your website three times, read several blog posts, filled out a contact form, and was ready to buy.
Disorganization resulting in lost opportunities.
Jennifer had a great conversation with Eric last week. **She meant to follow-up** after a few days, **but her note got lost in the shuffle.**
That’s too bad, because in the meantime, Eric decided to go with a different solution.
Missed opportunities, dropped balls, and lack of communication are all symptoms of a sales and marketing process that needs a little love.
So what’s the solution?
The **right technology** can help save the day.
Customer relationship management, or CRM, technology helps businesses to simplify, automate, and optimize the sales and marketing process.
With the right CRM for your business....

Contacts are organized and sales leads are scored. You spend less time scrambling and more time following up with the right people.

Manual tasks are automated, minimizing administrative work and reducing human error so that your team can stay focused on what matters.

Information is shared across departments, so that sales, marketing, support, and ownership are always on the same page.
Next Steps

Check out this article to learn more about creating an **efficient** and **scalable** sales and marketing process:

Get Shipshape with a Better Sales and Marketing Process.
About Hatchbuck
Simple, yet elegantly intelligent, Hatchbuck is sales & marketing software that automates your sales and marketing efforts overnight. Turn emails into conversations, website visitors into handshakes, and customers into raving fans.

www.hatchbuck.com • (314) 288-0399 • info@hatchbuck.com