

The Ins and Outs of Customer Relationship Management

10 Point Checklist

Jeroen Corthout

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Trying to sign up a customer that's not a good match won't work at the end of the day.”

JEROEN CORTHOUT

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Choose the right CRM. I need to understand my business's needs and goals to select the best CRM that will cater to my business.
- Have a CRM implementation plan. Implementing CRM software requires my team and me to be prepared for each adoption stage. For example, ensure that I have sufficient data backup before I launch.
- Prepare my team before using a CRM for my business. Before the CRM implementation, designate sufficient time for my employees to learn and understand the software.
- Ask for feedback from employees during CRM implementation. Good or bad, I need to know how they feel about the new system.
- Measure what matters and make adjustments as I go. After I navigate CRM implementation, set specific metrics and analytics to measure the progress of my new initiative. It is important for my CRM to provide me with measurable data.
- Have consistent lead generation, follow-up, and closing. This is the key to higher revenue in terms of sales volume and deal size. Timely follow-up allows me to guide my prospects through their buyer's journey.
- Approach lead generation with common sense. Focus on the quality of leads instead of the volume of leads by using strategies that will attract my ideal clients.
- Make sure the marketing and sales interaction are in one place. This will allow marketing and sales teams to understand the touchpoints with the customers.
- Visit SalesFlare's [website](#) and sign-up for their 30-day free trial.
- Check out and listen to Jeroen Corthout's [Founder Coffee Podcast](#) as he has an amazing conversation about life, passions, and learnings with successful people behind a company.