

# Infor CRM

## Why CRM is critical for value-selling

Distribution customers today are well-informed about their options, and sales people have less control over the sales process. How can distributors continue to add value to the customer relationship and deliver great customer experiences rather than just fill orders?



### The challenge: The well-informed customer

Customers who have already done their own research see the sales person as an order taker who adds no value to the transaction.



Nearly **60%** of B2B buyers spent more time researching purchases



and **40%** said they waited longer to contact a salesperson.<sup>1</sup>



**53%** of what drives B2B customer purchasing decisions today is a sales person's ability to teach the customer something new or to provide valuable insight.<sup>2</sup>

### Your secret weapons: Value-selling and CRM

For value-selling to be successful, distributors must invest in customer intelligence, with the right technology to collect, analyze, and share customer data.

#### Why value-selling pays:



**50%** easier to sell to existing customers than to new customers.<sup>3</sup>



**80%** of a company's future revenue will come from **20%** of its current customers.<sup>4</sup>

#### Value-selling is:



- Developing long-term customer relationships
- Selling value and benefits
- Solving customer problems
- Providing great customer service
- Anticipating customer needs

#### Value-selling is not:



- Focusing primarily on new leads
- Competing on price
- Feature-based selling

#### Company-wide CRM supports value-selling



##### Enables consistent customer experiences

- All departments get a complete view of customers across touch points.
- Mobile CRM gives salespeople access to real-time customer data, marketing promotions, and inventory anywhere, anytime.
- Allows salespeople to engage with customers through their preferred channels—phone, email, social media, etc.



##### Derives business insights

- Collect and manage customer data from every interaction.
- Leverage data for sales opportunities, product and services development, and more.
- Use CRM reports and analytics to optimize sales and marketing campaigns.

For more information on how Infor CRM is helping distributors in today's ever-changing world, **visit the Infor CRM website.**



<sup>1</sup>The 2014 B2B Buyer Behavior Survey, DemandGen Report, 2014.  
<sup>2</sup>The One Kind of Sales Rep Who Does Best at B2B, Forbes, Feb. 3, 2012.  
<sup>3</sup>Five Customer Retention Tips for Entrepreneurs, Forbes, Nov. 1, 2012.  
<sup>4</sup>Why Customer Retention Is King: The Evolution Of Retention Marketing, Forbes, Nov. 19, 2014.