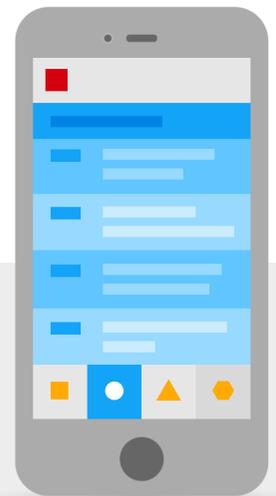# Time to sell
Get more—and sell smarter—with Infor CRM

Your sales team has finite resources—time, attention, and dollars. Infor CRM can help you improve productivity and sell more efficiently and effectively. Your team can focus their time on the activities that have the biggest impact on your bottom line.
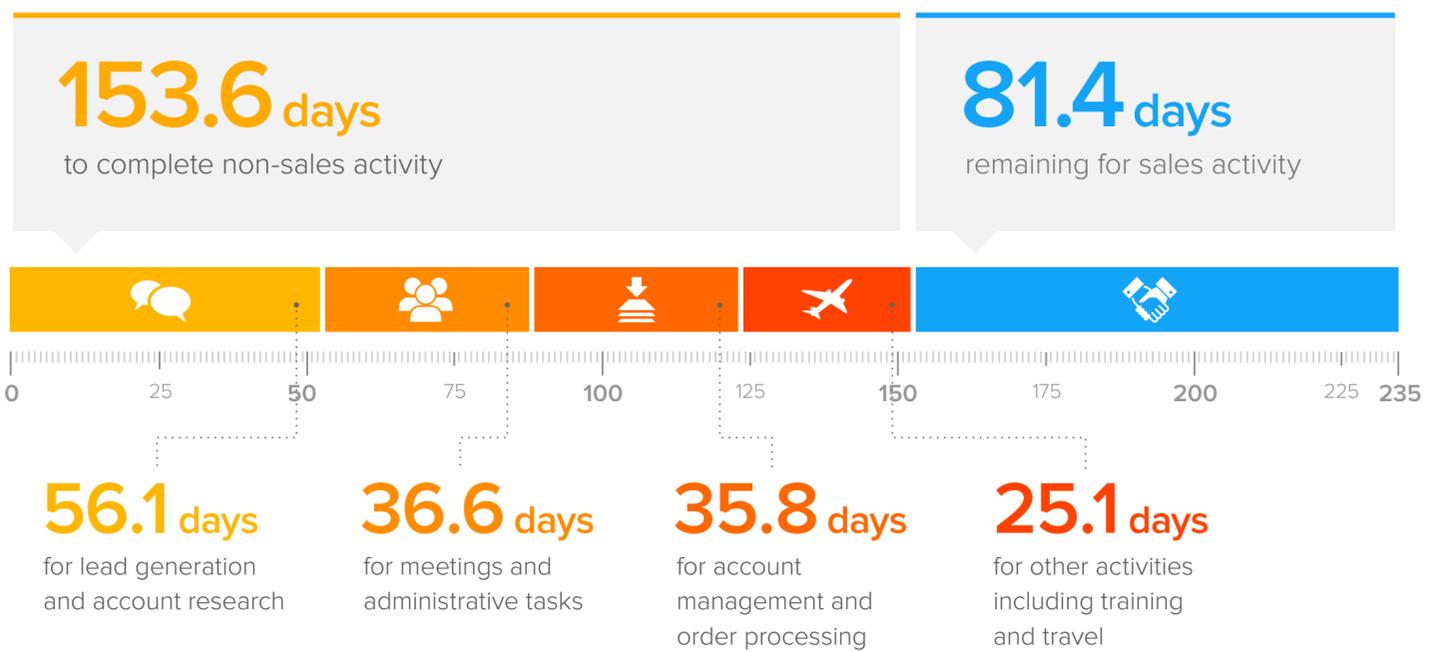
235 days of selling per year

That's 365 days minus weekends, vacation, and federal holidays.

If selling were all you had to do

Sales reps are required to do more than just sell. When you account for all the non-sales tasks, the time left to sell is greatly reduced.[1]

153.6 days
to complete non-sales activity

81.4 days
remaining for sales activity

| 0 | 25 | 50 | 75 | 100 | 125 | 150 | 175 | 200 | 225 | 235 |

56.1 days
for lead generation and account research

36.6 days
for meetings and administrative tasks

35.8 days
for account management and order processing

25.1 days
for other activities including training and travel

Work smarter with the time you have, and you'll make more time to sell

How many research hours could be saved with **an instant view of each prospect's LinkedIn profile, social media activity, and past sales interactions** in one place?

An 11.8% increase in sales productivity is observed when using social CRM.[2]

What if you could **go from email to action** by using CRM from within your Outlook inbox?

Over 2 hours of an average "interaction worker's" day **is spent dealing with email.[3]**

What if airport or hotel time could be **as productive as the office** with mobile CRM?

A 14.6% increase in productivity can be achieved with mobile CRM.[4]

How much could you **increase quota attainment for your team** if you had easy access to Key Performance Indicators (KPIs), sales forecasting dashboards, and other management analytics?

How much faster would account service be if you had the **customer's complete order history and customer service notes** at your fingertips?

It's time for Infor CRM

If you and your team could use the time-saving sales enablement functionality highlighted above, you need Infor CRM. More than 20 years of purposeful innovation is built into our software. **Infor CRM: it's time to sell smarter**

infor CRM