

WEBINAR

# SELLING CRM TO SMALL BUSINESSES

February 21 2018



TODAY'S PRESENTERS

# SELLING CRM FOR SMALL BUSINESS

Positioning and packaging for success!



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# AGENDA

- HOW TO SELL 'CRM'
- THE VALUE AND BENEFITS
- GO TO MARKET
- Q&A

# QUICK POLL

# THE MARKET IS RIPE

**70%**

**OF SMBS DO  
NOT HAVE A  
CRM SYSTEM<sup>1</sup>**

<sup>1</sup>Salesforce & Deloitte "Digital Opportunities for Today's Small Business" 2017

# SMBs ARE STARTING TO SEE THE LIGHT

**27%**

of local business owners plan to shift to cloud- or internet-based platforms for Customer Relationship Management.<sup>1</sup>

SMBs with CRM systems have on average

**44%**

higher revenue compared to those using paper based or spreadsheet systems.<sup>2</sup>

The probability of selling to an existing customer is

**60-70%**

The probability of selling to a new prospect is just 5 percent to 20 percent.<sup>3</sup>

<sup>1</sup>LSA Tech Adoption Index Wave 1 2017

<sup>2</sup>Salesforce & Deloitte "Digital Opportunities for Today's Small Business" 2017

<sup>3</sup>Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

# HOW TO SELL CRM

Well.... Maybe you don't call it CRM

- Know your audience
- Keep it simple
- Break it down by benefits/value



# THE RIGHT AUDIENCE



# WHO DOES THIS PRODUCT WORK BEST FOR?

## The S in SMBs

Local business owners  
only spend

**36%**

of their time actually  
practicing their craft.<sup>1</sup>

- 1-10 Employees
- Don't have a lot of time or digital skills
- Want to communicate with their customers and potential customers more effectively
- Want to sell more

<sup>1</sup> The LSA 2017

**KEEP IT SIMPLE**

# WHAT ARE YOU REALLY SELLING?

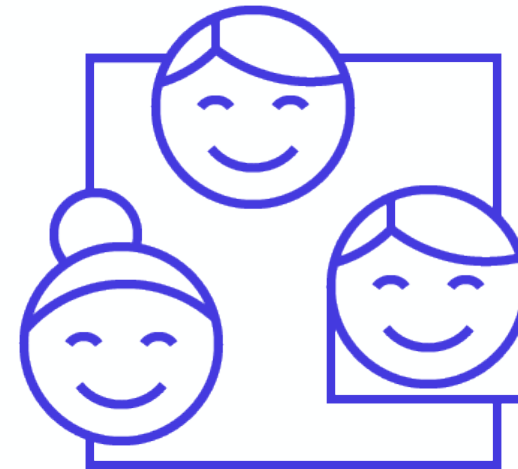
## Breaking it down

### 1. Customer / Contact Data Management

- A smarter excel sheet!

### 2. Newsletters / Email Campaigns

- Easy, integrated communication



# THINK OF IT AS AN ANALOGY

We're confident your sales team can do better than us!

- Imagine you have a car – does what it needs to do – gets you from A to B. This is your website.
- Now imagine you have a car with an integrated navigation console – This is your website with CRM.



“A CRM system is like a map and compass for your small business.”  
- Salesforce.com

# THE BENEFITS & VALUE

# SIMPLE, SCALABLE CUSTOMER DATA MANAGEMENT

Sell more and build better customer relationships based on data

# 48%

of consumers expect specialized treatment for being a good customer.<sup>1</sup>

## BETTER Customer Insight

- Who are they
- How often do they engage
- What offers or campaigns cause them to engage / convert / buy
- When is their birthday?

...and it's all organized in one place.

<sup>1</sup> Accenture 2017

# INTELLIGENT EMAIL MARKETING

See higher ROI on email campaigns thanks to better customer segmenting

A repeat customer  
spends

**67%**

more than a new  
customer does.<sup>1</sup>

Easier & more effective communication

- Easy-to-use interface
- Send by segmented user groups
- Measure campaign effectiveness

<sup>1</sup>BIA Kelsey "Achieving Big Customer Loyalty in a Small Business World"

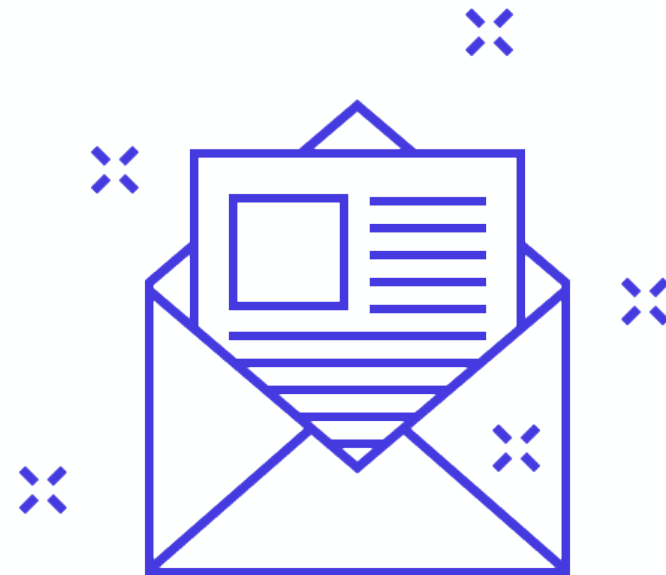
**GO-TO-MARKET**



# HOW TO PACKAGE

'CRM' is at some level always a DIWM product

- But! You can easily add DIFM services
  - Email copy & stockphotos
  - Customer segmentation
  - On-Site Engagements
- Offer as standalone upgrade or as a part of a website package



# DIWM - LIGHT SERVICE

- 'High' set-up fee & 'low' monthly fee
- Example:

GET STARTED! \$499	MONTHLY SERVICE \$15
<ul style="list-style-type: none"><li>• Set up customer segments (user groups)</li><li>• Set up newsletter sign-up on the website</li><li>• Enable form data collection</li><li>• Design and enable one newsletter On-Site Engagement overlay on homepage</li><li>• 30 minute training session</li></ul>	<ul style="list-style-type: none"><li>• Support inquiries</li><li>• Minor adjustments to segments and forms</li></ul>

# DIFM - ON-GOING FULFILLMENT SERVICE

- Potentially a 'Lower' set-up fee with a higher recurring monthly fee
- Example:

GET STARTED! \$299	MONTHLY SERVICE \$99
<ul style="list-style-type: none"><li>• Set up customer segments (user groups)</li><li>• Set up newsletter sign-up on the website</li><li>• Enable form data collection</li><li>• Design and enable 3 On-Site Engagement overlays throughout the website</li><li>• 30 minute training session</li></ul>	<ul style="list-style-type: none"><li>• Design, copy write and schedule 1 campaign per quarter</li><li>• Support inquiries</li><li>• Minor adjustments to segments and forms</li></ul>

# RETAIL PRICING

CRM is a large value-add but how much can you charge?

DIY CRM for 'Small Business'

- Hubspot
  - 'Free' BUT...
- Freshsales
  - \$12-\$80/mo
- Zoho
  - €12-€100/mo
- Insightly
  - \$0-\$100/mo

- Remember, your SMB clients likely do not need something this complex
- Also, we know they do not have the time to manage this on their own

**THE ANSWER IS  
MONO CRM!**

# FINAL THOUGHTS

# MANAGING CUSTOMER DATA IS WORTH IT

Why not make it more efficient and intelligent?

- Consumers expect tailored experiences, it doesn't need to be difficult
- Customers with unique experiences spend more
- Build some good examples and case studies for sales reference
- Evangelize the concept of customer relationship management in your marketing materials and within your organization

# REMEMBER...

Mono regularly publishes helpful sales and marketing resources on our Sales Portal.

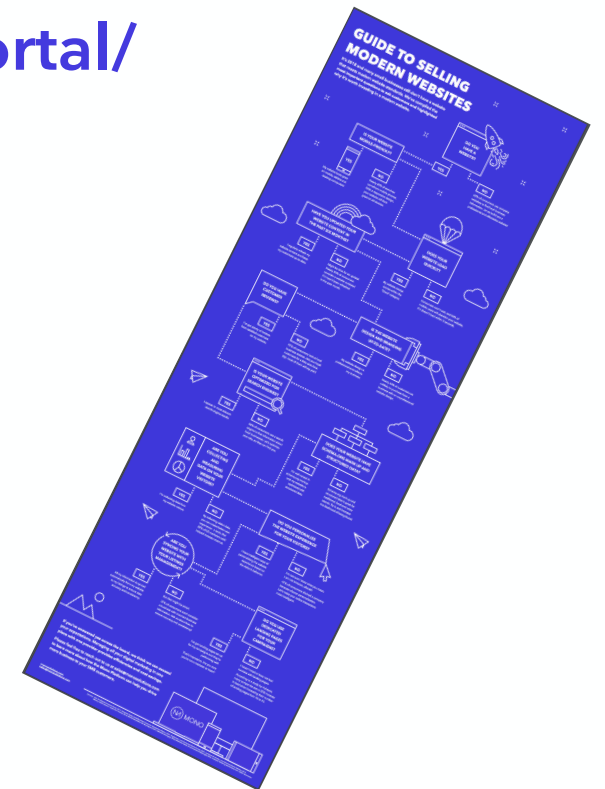
Request access: [www.monosolutions.com/sales-portal/](http://www.monosolutions.com/sales-portal/)

Newly launched: Guide to selling websites infographic  
Coming soon: How to Sell CRM Cheatsheet

**NEW! For your product and fulfillment teams:**

Mono Feature Insight Tutorials Series

- Next tutorial is about CRM!  
Thursday February 22<sup>nd</sup> at 16:00 CET / 10:00 EST



# Q&A





# THANK YOU!



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