

ROSS KEATING

10  
REASONS  
FOR  
HAVING  
A CRM

"WHAT'S IN IT FOR ME"

THE CLIENT ORCHARDIST

## WANT TO GROW MORE *Delighted* REPEAT CUSTOMERS AND HARVEST MORE PROFITS IN YOUR BUSINESS?

Ross Keating is *The Client Orchardist*. He has appeared on webinars and podcasts in Australia and internationally showing business owners and executives how to grow more *Delighted* repeat customers and harvest more sales.

During his 20+ year corporate career Ross became a specialist in Customer Relationship and Customer Retention and managed sales teams and distribution channels. He worked with large businesses in tourism, and in financial service sectors before establishing his independent consultancy practice in 2005.



Ross has managed the development, implementation and sales of customer relationship management strategies and software internationally and held management responsibility for 40,000+ customers and \$36 million in sales.

He is also a panelist for the Queensland State Government's Mentoring for Growth program.

Through his business, now called *The Client Orchardist*, Ross has successfully assisted business owners and executives to include customer retention strategies and technology as part their overall business strategies and processes. In doing so these clients have increased sales, profits and grown their *Delighted* repeat customer base.

You are welcome to contact Ross to discuss how he may be able to help your business.

 +61 416 629 509 or: (click icon)

 [ross.keating@theclientorchardist.com.au](mailto:ross.keating@theclientorchardist.com.au)

 <https://www.twitter.com/dawnbds>

 <https://au.linkedin.com/in/rosskeating>

 <https://www.facebook.com/dawnbds>



## WHY USE A CRM?

You asked for this information because you are possibly considering implementing a CRM system in your business or upgrading or replacing an existing CRM.

Here are 3 reasons why you want to know your customers and prospects better.

1. 67% of a people who stopped using a business do so because of “perceived indifference”! – Source: *American Quality Society*
2. It is 6-7 times more expensive to acquire a new customer than it is to keep a current one. – Source: *White House Office of Consumer Affairs*
3. An existing customer 60-70% more likely to buy from a business again – Source: *Marketing Metrics*

## 10 BENEFITS OF USING A CRM

Here are 10 benefits of how a CRM can help your business.

### #1 IMPROVED ACCESS TO DATA



74% of CRM users said their CRM system offered improved access to customer data.

Source - *Software Advice: CRM Software User View 2014*

### #2 IMPROVED CUSTOMER SATISFACTION



Nearly 60% of users said their CRM had helped improve customer satisfaction - Source: *Software Advice: CRM Software User View 2014*

### #3 IMPROVED CUSTOMER RELATIONSHIPS



64% of users said their CRM helped improve their customer relationship management. - Source: *Software Advice: CRM Software User View 2014*

### #4 EXCELLENT ROI



CRM ROI equates to \$5 for every \$1 spent.  
Source *Baseline*

## #5 INCREASED SALES QUOTA



65% sales quota increase when CRM is adopted.  
Source - *Innopple Technologies*.

## #6 INCREASE REVENUE



CRM can increase revenue streams by as much as 41%.  
Source - *Trackvia*

## #7 INCREASED CUSTOMER RETENTION



CRM can improve customer retention rates by as much as 27%.  
Source - *Trackvia*

## #8 REDUCED LEAD COSTS



The cost per lead can be reduced up to 23% with a CRM.  
Source - *Cloudswave*

## #9 IMPROVED CUSTOMER SERVICE



47% of companies were shown to improve customer service when using a CRM.  
Source - *Capterra*

## #10 REDUCED LABOUR COSTS



Customer service labour cost was reduced by 40% for businesses using a CRM.  
Source - *Forrester*

**Note:** These statistics are taken from different reports, for different markets using different research methodologies at different times. The results shown are no guarantee they will be the same for your business.

## TALK TO THE CRM EXPERT

Before selecting any CRM system, it is recommended you talk to a customer relationship management specialist. This person understands both how to develop the strategies and processes to achieve a successful implementation and how to assess if a CRM system is a good fit for the business.

Increasing profits and sales revenue in a business and creating more **Delighted**, repeat profitable customers is not easy or quick. The information in this guide may raise other questions for you

If you would like more information about using CRM or want to see if we can work together, please call me for a chat today. I guarantee you will receive more practical ideas how to use a CRM system to grow your business.

Click this link to book a free online session today:

<https://calendly.com/ross-keating/45min/>

or

 - +61 416 629 509

or

 [ross.keating@theclientorchardist.com.au](mailto:ross.keating@theclientorchardist.com.au)

Have a fantastic day

*Ross Keating*

The Client Orchardist – CRM and Business Strategist

## WHAT PEOPLE SAY

1. *"Ross has been helping our business for 10 years now, in that time he has been instrumental with guidance of our achievements in market growth, expansion and new business development. One of our biggest projects was the implementation of a new ERP system for our national group. Ross has a vast network of service providers at his disposal to assist in almost any field."* - **Gary Rodgers, General Manager, Spitwater Queensland**
2. *He has changed my world and my business around in just one year! Without his guidance and get ideas my business would have continued to struggle. Within one year it has flourished! Not only I'm not working in it as much I also was able to finally by my own house!* - **Lauren Romari, Owner Barkin Beautiful**