The Secret to 90%+ CRM Adoption

...and getting an extra hour of selling time every day

telenotes

The Virtual Assistant CRM

Why DID you hire your sales rep?

Let's first talk about what makes a high performing sales rep. You probably hired your sales rep for a number of reasons:

01 They've got the right kind of ***initiative***

02 They have the ***charisma to build relationships*** with their customers

03 They are ***utterly tenacious*** about closing business

Now would you STILL hire your sales rep if they:

01 ***Spent 90 minutes a day in front of their computer*** instead of in front of customers?

02 ***Wasted whole days of the week*** catching up on call notes?

03 ***Forgot the most important details*** about their customers and sales initiatives?

04 Spent too much time on administrative tasks and ***not enough time meeting with prospects***?

If you had all that in front of you at the interview, maybe you wouldn't have made the same decision! But would you believe that MOST sales reps do these things?

It isn't because they're bad at their jobs—they're great at that. It's because they have to deal with a CRM that doesn't fit their needs.

The Fact is They're Better at Talking

Trouble is when you layer updating activities into a CRM onto your sales reps' long list of responsibilities, you're asking them to use a whole new set of skills. Now they need to:

Talk, talk, talk to the customer,

AND type, type, type to the CRM.

And let's face it: Most sales reps cringe at the idea of an 8-hour day followed by another hour or two of CRM data entry.

So why get a CRM in the first place if all it does is require them to spend more and more time inputting info? Traditional CRMs are static tools that do nothing until—and unless—timely, accurate, and meaningful data is entered.

If your sales reps get frustrated working with your CRM, they're likely not going to take the time to put in the right data.

Lots of companies see less than 50% adoption rates because their shiny new CRM fights against human nature, relying on data entry skills that are not integral to a sales rep's toolkit.

Let's take a look at how the trifecta of **time, money,** and **information** are playing into your sales reps' CRM adoption (or lack thereof).

Let's Talk Time

Did you know that sales reps, on average, spend nearly 90 minutes of their workday dealing with their CRM? Maybe they're stopping after every meeting, busting out their laptop, and typing up all the details before the next sale. Or maybe they leave it all to the end of their day (or week) in a game of catch-up.

The National Association of Sales Professionals estimates that sales reps only spend 22% of their time selling—the other 88% is spent on administrative tasks, updating the CRM, driving, and other non-revenue generating activities.

That adds up. But just for illustration, let's do the math:

90 minutes per day
450 minutes every 5-day week
1,800 minutes every month
21,600 minutes every year

That all equals over

360 hours

per year per employee that you're paying for them to update your CRM!

With all that time, your sales reps face 2 choices:

01 Spending hours every day to take the time to enter good data into your CRM so you can actually get the insight you need to make strategic decisions.

02 Ignoring the CRM to stay in front of customers and use their time to focus on making sales instead.

Neither of these is a good choice. Both are losing propositions, and either way, you may not be getting a return on your investment.

Let's Talk Money

CRMs sell you on one thought: there's information you're leaving on the table and this tool can help you leverage it to boost your revenue. An effective CRM provides a central place to see sales numbers, pipeline opportunities, and sales activities. It is supposed to be an investment that maximizes the productivity and effectiveness of your sales organization.

However, there's a sneaky, unspoken truth here:

That investment doesn't turn a profit if nobody uses it.

Entrepreneur Magazine reports that less than 50% of a sales team adopts CRMs—despite the increased buying of CRMs in recent years.

So these CRM vendors sell you on estimated revenue boosts based on an assumed adoption rate. This means that if you really want your CRM investment to pay off then your job is two-fold: find a CRM that meets your organization's data needs AND that your sales reps will use.

Pro Tip: Keep an eye out for CRM systems that offer transparent information on their average adoption rates, and when you're considering a CRM system **ask about field sales adoption rates.**

If your reps don't adopt the CRM, you don't get your money's worth and you don't get the information that's going to help you boost your team's performance.

Let's Talk Information

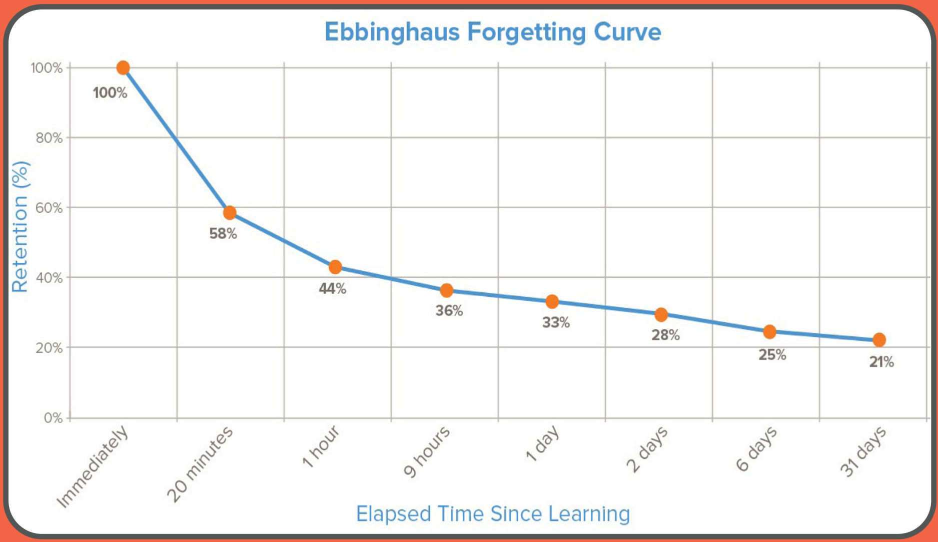
#1 Rule of CRMs: You get what you put into it.

An effective CRM should store, organize, and make accessible the information you need to build strong customer relationships. No one can argue that better access to these details should make it easier for your reps to sell, and help the organization as a whole better reach its goals.

But if they're not putting the info in, no one has anything to work with.

No adoption = no information.

What's worse, if your CRM makes it difficult to input that info easily, your sales reps might put it off. The longer they put it off, the more they will forget about the interaction.



When sales reps put off their CRM call notes until the end of the day they risk forgetting 64% of that vital info.

The longer your sales reps go without getting customer or sale details into the CRM the more likely they are to not report vital information. They might even give you **wrong** information. This has the devastating outcome of lowering their chance of landing sale and giving you even less information for your management needs.

But there's a solution.

What's the Solution? Make it Simple!

There's a way to save that time, put that money to good use, and bring the best information into your CRM. Instead of putting your sales reps through an entire college semester of learning a new CRM, make sure their interactions with your CRM are quick, straightforward, and painless.

There are a few ways you can do this as a manager:

- ✔ *Make sure your sales reps keep talking—rather than making them switch to typing*
- ✔ *Reduce their overall time spent with the CRM*
- ✔ *Provide tools within the CRM that incentivize reps to use it (such as notes that are updated and reminders that are scheduled for them as well as pipeline management)*
- ✔ *Implement a CRM that fits your team, rather than fitting your team to the CRM*

What does this look like in practice?

At Telenotes, we approach this challenge by reducing CRM engagements down to easy voice memos sent to a virtual assistant (and these are live, US-based agents). These voice messages, which last 47 seconds on average, are enough for your sales reps to get the most important information recorded right after a sales meeting when it's fresh in their mind. The virtual assistant then takes on the administrative tasks that sales reps hate such as transcribing notes, setting appointments, creating reminders and to-do lists, updating contacts, and more all in the CRM—freeing up your sales rep to keep selling.

Removing administrative burden, providing pipeline management tools, and keeping things streamlined is a great way to make CRM engagement feel natural—and drastically improve your user adoption rate.

As a manager, you can empower your sales team by finding a CRM that they can't help but find useful.

How Helping Your Sales Reps Helps You

A CRM that encourages easy, quick engagement on a regular basis boosts your sales team's results—and your own results as manager. Not only will you have a better idea of the big picture, you'll be able to make informed, more strategic decisions to grow your organization.

When your CRM is optimized for your team and they're using it effectively, your CRM data turns into a goldmine. Here are just a few things you'll be able to find in your CRM once you've got everyone using it:

- ✓ *Customer impressions of you vs. your competition*
- ✓ *Details that may help push bigger and better sales*
- ✓ *Opportunities to help your reps close more deals*
- ✓ *Key contact points in a customer's company*
- ✓ *Familiar trends in sales across your team*

Simply put: You get better results with better information, and with the right system, your sales team has more time to do what they do best.

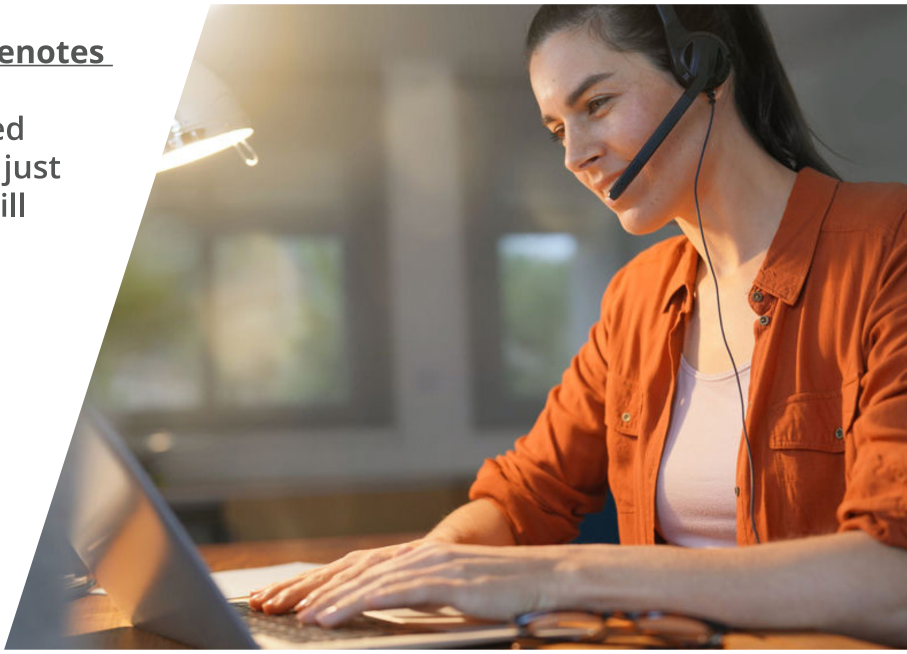
Implementing the Fix

You Talk.

If you find your sales team resisting your CRM, it can be frustrating to think you might have to make a switch. You might be tempted to just stick to it and hope. But every day you spend with a bad CRM is **time, money,** and **information** you're losing.

Luckily, there are CRMs out there your team won't hate or ignore. Hopefully, this guide has given you a better idea of what to look at when considering your team's needs, their strengths, and what CRM will work best for them.

We Type.



Start your research today with a **free Telenotes demo** to see how a streamlined, virtual assistant-based CRM can help take wasted hours of admin work and turn them into just minutes of vital organization time that will increase your reps' sales and grow your company's revenue.

Telenotes is the virtual assistant CRM that your sales reps will actually use. You'll get the sales reports YOU need for the sales growth EVERYONE wants.

Schedule your demo today.

1-866-835-3668 | sales@telenotes.com