

Warning: According to a recent Gartner Group research report, over 80% of CRM and SFA initiatives fail to meet users expectations and rarely generate any tangible ROI.

How to Tell Real CRM and Sales Automation Solutions From the Vultures who Just Want Your Money!

There are a lot of companies who spend a lot of money on advertising and talk a good Customer Relationship Management and Sales Automation game, but remarkably few who can actually deliver the results you're seeking. Namely increased sales, salesperson productivity and longer more satisfied customer relationships.

This is because most well intentioned CRM/SFA software manufacturers and consultants lack the complete understanding and skill sets required to assure you're success. Those skills are: (Sales + Marketing + Copy Writing + Human Nature + Technology + Process).

What makes matters worse for you is that most CRM or SFA vendors (consulting firms) are in the pocket of one or more of the large software manufacturers. Manufacturers leverage the good will of consultants who direct you under the guise of consulting, as to which products you need to buy to better manage your customer relationships or automate your selling activities.

Be careful, the goal of the "consultant" is usually to get you to purchase more software, and more of their consulting time to configure that software for you. (It can get quite expensive)

Be Sure to Ask the Following 12 Questions Before Investing a Dime in CRM or Sales Automation Software or Marketing or Sales Consulting Services.

1. Q: Can you show me a "customer relationship life-cycle" flow chart for my industry, so I can better understand the process we're trying to manage?
2. Q: Can you show me a Sales Action Plan you've developed, to prove your expertise in my industry?
3. Q: Is there a documented process? (Show me.) If it's not easy, my people won't use it.
4. Q: What activities will it perform on my behalf so I'll have more time to sell?
5. Q: How does this system AUTOMATE the sales and customer relationship management process so me or my people can't mess it up or drop the ball if we get too busy?
6. Q: Do you know how to engineer a real time reporting system to notify me when contacts in my database are ready to buy, and also notify me if someone fails to perform a required activity?
7. Q: Do you have references I can talk to who will back up your claims?
8. Q: Can you tell me exactly what this is going to cost me (in writing)?
9. Q: Can you tell me exactly how long it's going to take?
10. Q: Do you provide any guarantee what you're proposing will actually work?
11. Q: What kind of return on investment are you proposing and how long will it take for me to actually profit from your suggestions?
12. Q: Are there any annual support, maintenance or upgrade fees required?

Warning: According to a recent Gartner Group research report, over 80% of CRM and SFA initiatives fail to meet users expectations and rarely generate any tangible ROI.

Consider the Mastermind solution! We hold all of our Mastermind Certified Consultants accountable to those very questions.

We have a proven turn key system for inexpensively increasing your sales and better managing your customer relationships—fast, using inexpensive off the shelf contact management software and proprietary patent pending technology for automating best practices selling and relationship building tactics for over 40 industries.

Our systems are built by sales people and sales managers for sales people and sales managers. We oversee our specialized team of technical engineers and software developers to make sure they give us what we need and don't mess it up by making it too technical or difficult to operate.

We deliver sales solutions that get massive buy in from sales people and gives management control of the sales process and the reporting they so desperately need. And the best part is that our systems work with your existing contact database or inexpensive off the shelf contact management programs like ACT! and Outlook.

They say well diagnosed is half cured. Mastermind Consultants have a proven system for quick diagnosis and deployment of your custom solution including custom automated best practices sales action plan, professionally written correspondence library and a keen understanding of selling psychology and inexpensive technology required to accomplish your goals.

If What You Really Want is an Automated Assembly-line Marketing, Selling and Customer Retention System...

That always produces predictable superior results for your investment regardless of who's running the machine. You're in luck.

Mastermind Business Development System

Is your fully automated selling and relationship building assembly-line system. It comes pre-configured to take care of your time consuming, tedious and error prone follow-up busy work you hate. It just says here's another prospect or customer who's ready to buy! As a result, you are able to manage ten times more customer relationships and spend more time, with more people who are ready to buy now. We're talking instant impact on your bottom line!

Don't be fooled by imitators! There's a big difference between people working on an assembly line, and a "fully automated" assembly line like we deliver, that requires fewer people, makes fewer mistakes and has higher output from the moment you flip the switch.

Conclusion: The people at Mastermind have done a good job of understanding and articulating my frustrations. They've developed a system to accomplish my goals, and if the price is right it seems like an absolute no-brainer to go with them. I should give them a call and request a proposal. (fyi—our most expensive system totally customized for your firm with on-site training for all users, costs less than \$4 a day for 36 months.)

Mastermind Business Development System

Your proven system for Out Smarting, Out Marketing and Out Selling your competition utilizing inexpensive technology and best practices marketing and selling tactics to build nurture and maintain ten times as many prospect and customer relationships as your competition.

**www.gomastermind.com
800.818.9788**