

# The CRM GROWTH CYCLE



CRM features and functions that provide enhanced value to facilitate and enable business development. Used by some of the most advanced firms that are focused on extending their CRM growth cycle.

More advanced CRM features and functions that provide increasing value for marketing and business development. Used by many firms that are expanding their CRM growth cycle.

Established CRM features and functions that provide some core marketing value. Used by most firms that are beginning their CRM growth cycle.

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## WHERE IS YOUR FIRM IN THE CRM GROWTH CYCLE?

CRM evolves differently in every firm. Regardless of where you are in the CRM Growth Cycle – selecting a new CRM, improving an existing implementation, switching systems or enhancing CRM data quality – with the right strategy, planning and processes in place, you can achieve CRM success. By assessing your current status and defining what optimal CRM success means for your firm, you can establish a CRM growth strategy to help your firm flourish.

For a complimentary CRM Strategic Assessment, contact us at [info@CLIENTSFirstConsulting.com](mailto:info@CLIENTSFirstConsulting.com) or 404-249-9914.



### FOR MORE THAN A DECADE, CLIENTSFIRST HAS HELPED HUNDREDS OF FIRMS SUCCEED AND GROW.

- CRM Strategy and Planning
- Strategic CRM Success Assessments
- Data Quality Assessments and Assistance
- CRM Staffing and Resource Assessments
- CRM Configuration Assessments
- eMarketing Consulting and Compliance
- Communications Planning
- Targeted Training
- CRM Project Management
- Outsourced CRM Staffing
- CRM Selection Assistance
- Rollout Planning and Assistance