

Customer Relationship Management³ enables organisations to **Identify, Win, Retain** and **Grow** profitable customers by aligning **People, Processes** and **Technology** when designing, implementing and managing a CRM strategy.

The Issues

Many organisations have implemented CRM software solutions and achieved mixed outcomes. The primary reason for this is that the CRM was viewed as a technology-only solution. Whilst a large portion of a CRM solution is technology, a successful CRM implementations also requires individual skill development and the re-engineering of cross-department and customer focused business processes . Without all three aspects, the CRM solution is likely to fail or at least provide a fraction of the ROI believed achievable.

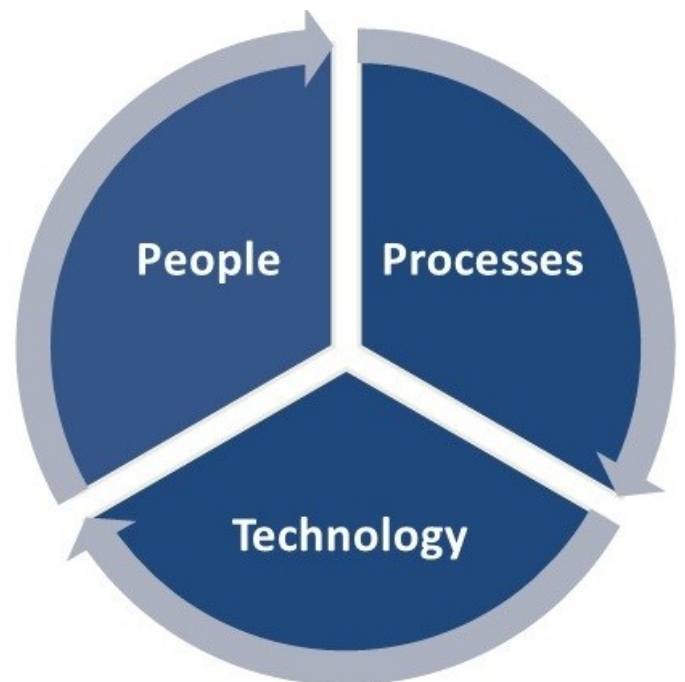
Our Solution

S1 Consulting's **CRM³** is a holistic approach to the design, implementation and management of a complete CRM strategy. The three pillars of **CRM³** are **People, Processes** and **Technology**.

Whether you have installed a CRM software solution or are considering implementing one, S1 Consulting's **CRM³** can help.

We start by assessing the current state of the three pillars (People, Process and Technology) and then deliver a design that maps out in detail how to implement and manage a successful CRM strategy.

Below are examples of the type of details we examine within **People, Processes** and **Technology**:



People – We investigate the capabilities of staff in:

- Sales Execution
- Presentation Skills
- Account and Opportunity Management
- Sales Planning
- Objection Handling

Processes – We investigate the effectiveness of processes:

- Commission and Incentive Alignment to Targets and Strategy
- Account and Opportunity Management
- Market Segmentation and Patch Management
- Sales Forecasting and Reporting
- Team Management

Technology – We investigate the technological requirements:

- Type of Access Needed (Office, Remote, Mobile)
- Reporting
- Form Design and Useability
- Information and Workflow
- Support Requirements

Call us for a free consultation or visit our website to get the latest tips and news for CRM

Why Engage S1?

- We're neither an IT nor Sales focused company. In fact, we have positioned ourselves in between these two and don't prescribe to a particular software program or sales methodology. This means we can ensure the right product and training is provided to make your CRM implementation a success.
- We've got the expertise. We're a small but experienced bunch with specialists in Sales Training/Coaching, Marketing, IT, Project & Change Management. Plus we're well connected with strong networks and formal partnerships with various stakeholders.
- We're authentic and we keep it simple. We don't hide behind jargon or large words and we genuinely want the CRM implementation strategy to succeed. We provide a service that we're proud of and it works.
- We've worked across many different industries and geographies, so we actually understand the culture, structure and governance you have to work within.
- We're fast and flexible - and by flexible we mean that we work within your timeframes, can put our people in your workplace. We like to get to know you and your organisation so we can offer the most relevant and accurate advice.

Our Clients

Private & Resource Sector

- Leighton Holdings
- Santos
- Queensland Gas Corporation
- MWH
- Coates Hire

Government

- NSW Department of Education and Training
- SA Department of Education and Child Development
- Department of Innovation, Industry, Science and Research

S1 Consulting & Software Services is a consulting practice focused on delivering outcomes for our customers. From the first day we opened our doors in 2003, S1's aim has been to help customers build a better business by better connecting **People, Processes and Technology**.

We deliver hassle free, practical business outcomes that make it easy to improve operational performance, sales effectiveness, project delivery and competitive advantage. We use plain, outcomes focused language. When we talk about systems, we talk business benefits not complex jargon.

We like to build our client relationships on trust, mutual respect and achievement. From the minute you start working with us we immerse ourselves in your project and involve you in our momentum process – a practical methodology for high team performance to deliver your business goals on time and on budget.

We're easy to do business with. We've learnt over the years that customers want consultants that deliver expected outcomes. If you need outcomes delivered, we are a company that you can trust - no surprises.

S1 Consulting - Expected Outcomes Delivered!

Further and Higher Education

- TAFE NSW—Sydney Institute
- TAFE NSW—North Coast Institute
- Sunshine Coast Institute of TAFE
- Sunraysia Institute of TAFE
- Wodonga Institute of TAFE
- The Bremer Institute of TAFE
- University of Sydney
- University of Technology, Sydney
- Southern Cross University
- Monash University
- La Trobe University

Like to know more about CRM³?

Contact us to arrange a free consultation or visit our website to see the latest tips and news for CRM

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