

Genesis Global CRM Implementations and Optimization Services

No matter the size of your company, once you reach a certain number of customers and sales, you are likely either implementing a CRM system, such as Salesforce or HubSpot, or have one installed but it's just not optimized for the needs of your business.

It's also likely that you are running into issues and obstacles. Common ones we hear are:

- You're trying to implement and customize the CRM in-house because you don't have the budget for high-priced professional services organizations.
- You have enlisted a professional services organization, but the engagement was long and expensive, and the result is still not optimized to meet the specific requirements of your business.

Genesis Global is here to help. In keeping with our white-glove approach, we first work to understand the unique needs of your company and then partner with trusted CRM optimization and implementation experts who we know will bring the same focus to your business.

As your partner in growth, Genesis and our team of experts take a unique approach to your project, one that we have honed through many customer conversations and engagements. Instead of starting at the tactical, technical level, turning on different features of the system that don't ultimately align with your business, we take a step back. We first have a business process review and rationalization conversation with you, to ensure that we are all on the same page as to what you need to accomplish with the system, and that it will be aligned with your business processes:

- Do you have a unique SKU system? Does it need to be rationalized or simplified?
- Do you sell direct, through a channel or both?
- What groups within your organization need access and how will they use it?

Answers to these types of questions will help ensure that your CRM is performing as needed and expected at the end of our engagement. While going through this important step may add some time at the beginning of the engagement, it will ultimately save time and frustration at the end.

Contact us if you would like to discuss how we can help your with your CRM optimization or implementation needs. Or call (954) 433-5397. www.genesis-global.com

WBENC

A Certified Woman Owned company.



BUSINESS CONNECT
PROUD SUPPLIER 

nlgcc 
Certified LGBTBE