

Choose the Best Sales CRM Software for Your Growing Business

Things to look for in a Sales CRM



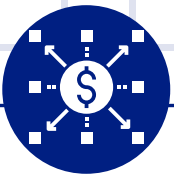
Focus on Your Requirements

- Problems you're looking to solve through a CRM
- No. of employees that need to use the platform
- Overall budget



Range of Features

- Does it accommodate your internal processes and workflows?
- Is it customizable?
- Is it easy to use?
- Is there a mobile app?



Total Cost of Ownership

- Cost of the plan that covers your basic needs
- Cost of upgrading to the next plan
- Cost of adding each new user



Customer Support

- Complete setup & Training sessions for your teams
- Chat support, email/ phone number to address user queries
- Ticketing system for issues & bug fixes
- Business guide to help you use the CRM



Software Integration

- Marketing & advertising platforms
- Ecommerce platforms
- Communications tools
- Websites and web forms
- Calendar tools



Data Analytics & Reporting

- Marketing and campaign reports
- Sales reports
- Productivity reports
- Usage reports

