



CRM SURVEY, JANUARY 2016

	Sales Ex	Other Exec	Sales Middle Mgt.	Other Middle Mgt.	Individual Sales Contributor
How much of your time per month do/did you spend reviewing CRM data?					
<10%	33%	54%		67%	30%
11% - 20%	31%	21%		0%	0%
21% - 30%	10%	13%		33%	20%
31%-40%	6%	4%			10%
41%-50%	8%	0%			10%
>50%	3%	8%			30%
10 being best, how useful do/did you find your CRM program to be in helping your organization?	5.7	6.4		4.5	
10 being best, how easy is/was your CRM program to use?	5.2	6.1	5.8	5.0	6.3
10 being best, how confident are/were you with your CRM data?	5.6	6.4		4.5	
10 being best, how do you rate your CRM program?	5.3	6.4	6.1	4.5	6.0
Are/Were the costs Vs benefits of your CRM acceptable?					
Yes	69%	79%		67%	
No	31%	21%		33%	
Do you intend to or did you already discontinue the use of your CRM program?					
Yes	3%	0%		17%	
No	69%	83%		83%	
Considering	28%	17%			

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What are your annual sales?					
<\$5M	31%	29%	13%	50%	80%
6\$M-\$10M	11%	13%	13%		10%
\$11-\$20M	14%	17%	13%		10%
\$21-\$30M	17%	0%	20%		
\$31M-\$40M	6%	4%	7%		
\$41M-\$50M	3%	4%	0%		
\$51M-\$100M	3%	4%	20%		
>\$100M	17%	29%	13%	50%	
How much time per month do/did you spend reviewing CRM data?					
<5%			20%		
6%-10%			7%		
11%-15%			27%		
16%-20%			13%		
>20%			33%		
How much time per month do/did you spend getting your direct reports to use your CRM program?					
<5%			20%		
6%-10%			40%		
11%-15%			20%		
16%-20%			0%		
>20%			20%		

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10 being best, how useful is/was your CRM program in managing your sales personnel?			5.8		
10 being best, how confident are/were you with the data your sales people enter?			5.7		
10 being best (a lot), how much impact does/did the use of a CRM program have on your sales performance?			5.7		5.8
If you did not have a CRM program, what affect would it have on your sales performance?					
None.			7%		30%
Sales would go up.			0%		10%
Sales would be in line with current performance.			20%		0%
1-5% decline.			7%		0%
6%-10% decline.			40%		0%
11%-15% decline.			0%		20%
>15% decline			27%		40%
How accurate is/was the data you provide(d)?					
100%					30%
80%-89%					20%
70%-79%					30%
60%-69%					
50%-59%					10%
<50%					10%
10 being best, how useful do/did you find your CRM program in supporting your sales efforts?					6.2

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