

# CRM Performance Review

Get the most out of your investment – now!

## Protect your CRM investment

Implementing a new CRM tool “out-of-the-box” is more challenging than most businesses realize. The vast flexibility designed into CRM tools allows for implementations loaded with features that can support and perpetuate any business process – including the ones due for a change.

**Implementing CRM solutions without a crisp business utilization strategy prevents corporations from getting the most out of their investment.**

## A CPR gives you clear answers...

A CPR consists of in-person, on site, working sessions between Convoko experts and corporate stakeholders. In them we:

- Identify the areas that require improvement
- Prioritize them by complexity and return to the organization
- Determine the best solution and approach

**CPRs give a clear picture of what to improve within both business processes and CRM performance**

## Should you get a CPR?

A CRM Performance Review (CPR) is a comprehensive review and evaluation of your CRM technology, associated processes, and how your organization uses them to manage not only your customer interactions, but your overall business operation.

If you

- don't know how key accounts are performing
- can't see your CRM making a difference
- still use Excel to run your pipeline
- can't clearly forecast your sales

## You should get a CPR

## Get the most out of your CRM

**CPRs help you prioritize your efforts to quickly get meaningful and lasting results.**



# Convoko CRM Solutions



## The Salesforce Lifecycle

A CPR will help you get the most out of your CRM investment through any stage of the cycle. Contact your Convoko representative to learn how you can get the most out of your CRM.

## The Convoko Advantage

Convoko engages with companies in a way that ensures improved business performance and overall success. In every engagement, people, processes, and technology are jointly evaluated and addressed to ensure superior ROI and user adoption.

Companies following the Convoko approach, even those seeking a technology quick-start, experience a "Best Start" where the value they add to the organization is higher and comes sooner than other process-driven technology implementations.



**Evaluations**



**Roadmaps**



**Implementations**

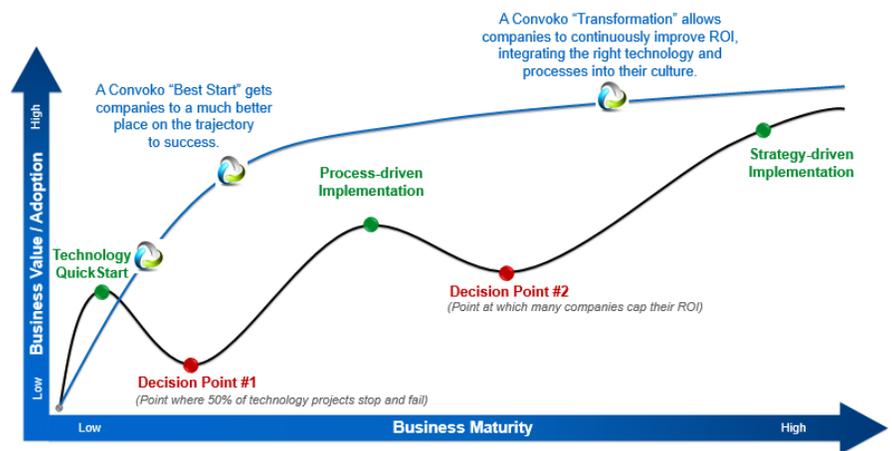


**Quick Starts**



**Other Services**

Business Maturity Curve vs. The Convoko Value Curve



Our Offices:  
2902 Henderson Blvd, Tampa FL 23629  
Six Concourse Parkway, Atlanta GA 30328

[www.convoko.com](http://www.convoko.com)

We can help your business

Convoko serves the diverse market of companies who need help optimizing their business operations and their CRM implementations. Contact us today to learn more about what we can do for you.

855-426-6865

[info@convoko.com](mailto:info@convoko.com)

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