

4 WAYS TO MAKE YOUR CRM MORE PRODUCTIVE

The problem isn't the software.
It's how it's being used.



How can you get more out of your CRM?

Leading CRM systems like **Salesforce** have the power to transform your business, but they often come with a hefty price tag. How can you make sure you're getting the full value out of your CRM?

Here, we're looking at four ways you can make your team **more productive** when using a CRM.

- Increasing utilization
- Onboarding new users
- Fixing bad data and
- Automating mundane tasks



1. Increase Utilization

The first step in getting more out of your CRM is to make sure people actually use it. If you work in sales enablement, you know getting teams to utilize a CRM is quite tricky.



Employees often view CRM systems as unnecessarily complicated. To improve your CRM utilization, you have to make the CRM **easier to use**.

2. Onboard New Users

Another tip for increasing your productivity and overall utilization is to properly onboard new users.

A good onboarding program can increase an employee's productivity by up to **70 percent**.



Employees who are appropriately onboarded are more confident in their role, responsibilities, and ability to use your software.

3. Fix Bad Data

To get the full value of a CRM like Salesforce, you need to leverage the platform's data capabilities. Sales managers frequently list **data quality** as one of their top problems.



Good data gives you the power to make better decisions about your business and can be used to improve your sales process and identify new opportunities.

4. Automate Mundane Tasks

What mundane tasks can you automate today? What about pulling reports? Do you have a report that needs to be reviewed each week? Set it up to automatically email out each week.



Notification alerts for sales rep are another automation feature included in most CRMs. Leverage this feature to give your sales team a nudge to take action on an opportunity.

Try Apty - World's Fastest Growing On-Screen Guidance Platform

If you'd like to learn more about how Apty could help increase your CRM productivity, schedule a demo today.

One of our utilization experts will discuss your needs and show you where Apty could make a difference.

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