

hatchback

five
unmistakable
SIGNS of

a broken
SALES & MARKETING
PROCESS

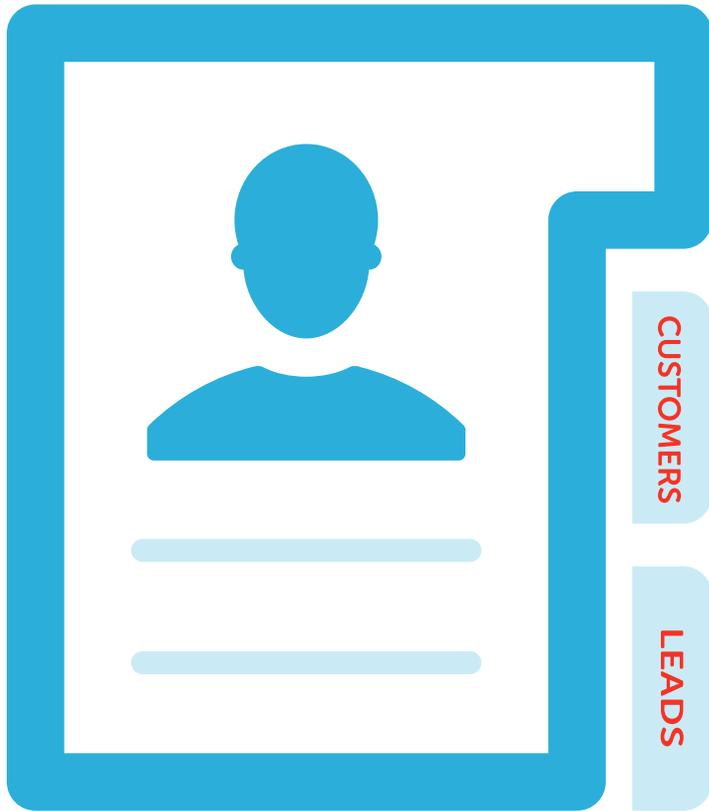
1

Contacts are not organized or stored in a central place.

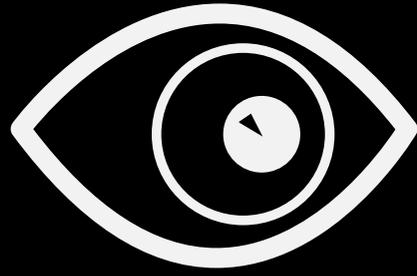
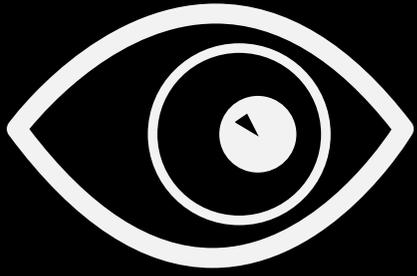


(your best
sales person)

Matt leaves you for a competitor.



Unfortunately, he's taken his **little black book** of customers and contacts with him.



leaving you in the dark.



2

Lack of
communication
between sales,
marketing, and
support.



Jennifer, your sales rep, rings up Scott, a **loyal customer**.



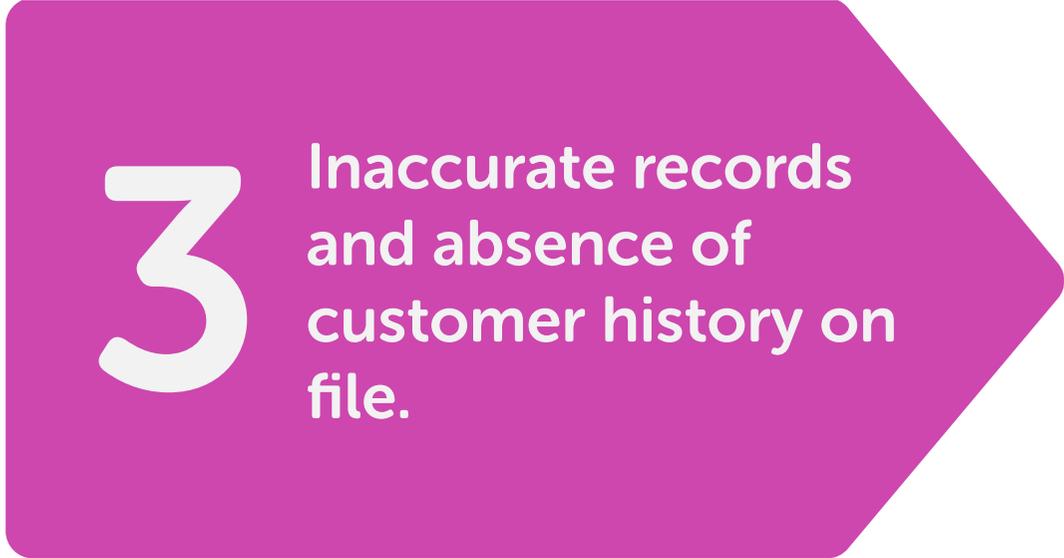
You have a great new product that she knows Scott would love.



What she doesn't know is that **Scott has an issue** with his current product, and is working with customer service to resolve his problem.



Now might not be the best time for Jennifer to pitch to Scott (he's really not in the mood to spend more with your company right now).



3

Inaccurate records
and absence of
customer history on
file.



Ben, your business development rep, **thinks he has a hot lead**, and makes a sales call to Carl.



When Ben reaches Carl for a chat, he is embarrassed to find out that **Carl is already a customer...**

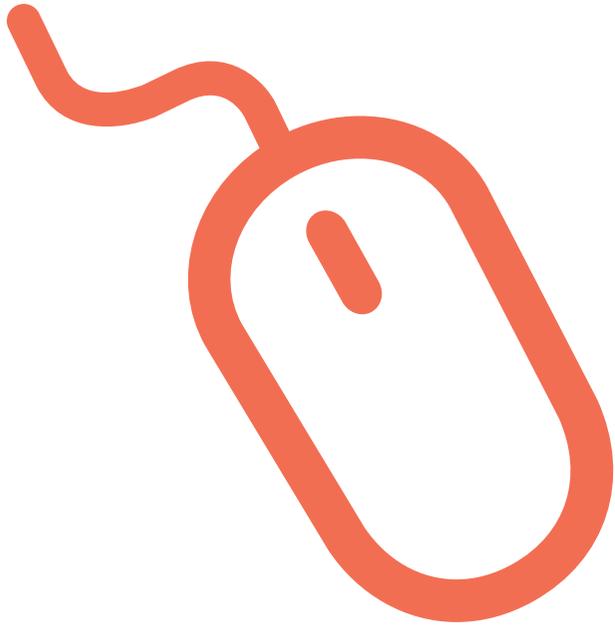


and Carl is left feeling like your company **just doesn't know him at all.**



4

Cold calling instead
of following up with
warm leads.



Caroline, a **potential customer**, is browsing several pages on your website.



In the meantime, Jennifer is cold calling businesses **with little success.**



If only she knew that Caroline had been to your website three times, read several blog posts, filled out a contact form, and was **ready to buy**.



5

Disorganization
resulting in lost
opportunities.



Jennifer had a great conversation with Eric last week. **She meant to follow-up** after a few days, **but her note got lost in the shuffle.**



them



you

That's too bad, because in the meantime, Eric **decided to go with a different solution.**



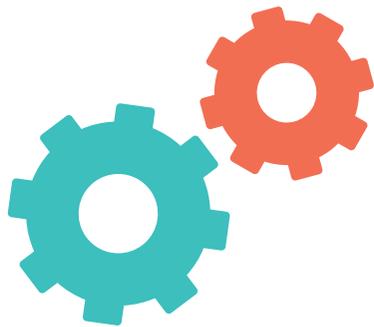
Missed opportunities, dropped balls, and lack of communication are all symptoms of a sales and marketing process that **needs a little love.**



So what's the solution?

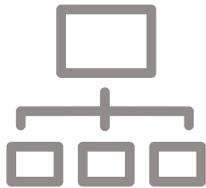


The **right technology** can help save the day.

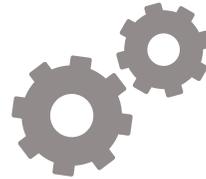


Customer relationship management, or **CRM**, technology helps businesses to simplify, automate, and **optimize the sales and marketing process.**

With the right CRM for your business....



Contacts are organized and sales leads are scored. You spend less time scrambling and more time following up with the right people.



Manual tasks are automated, minimizing administrative work and reducing human error so that your team can stay focused on what matters.



Information is shared across departments, so that sales, marketing, support, and ownership are always on the same page.



Next Steps

Check out this article to learn more about creating an **efficient** and **scalable** sales and marketing process:

Get Shipshape with a Better Sales and Marketing Process.

About Hatchbuck

Simple, yet elegantly intelligent, Hatchbuck is sales & marketing software that automates your sales and marketing efforts overnight. Turn emails into conversations, website visitors into handshakes, and customers into raving fans.

www.hatchbuck.com • (314) 288-0399 • info@hatchbuck.com

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