PipelineDeals

LOGISTICS COMPANIES
NEED A DIGITAL STRATEGY

> As digital native competitors proliferate, established transportation [and logistics] companies must embrace new technologies and offer new services to keep up with their customers.   — PwC / Strategy&

SALES
CLAIMS
DISPATCH

1 VISIBILITY

A CRM creates a window into all stages of your sales pipeline. You'll gain powerful insight into the inner workings of your sales team by:

- Using reporting features such as customizable deal stages and deal tracking metrics to view every stage of the sales process.
- Audit your sales team's progress.
- Organize and adjust team roles based on performance.

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SCALABILITY 2

Once you have visibility into your sales team, you'll have the tools to grow and manage your customer base. A CRM gives you the means to scale your business through maximizing efficiency and nurturing customer relationships.

- **Cultivate Customer Relationships:** Continue to foster your relationships, even after the sale, through customer management features. Track the health status of your customers to ensure proper development and expansion.
- **Track Progress and Milestones:** Gain a historical perspective on what's working and needs improvement across your customer base. Keep important delivery dates, contract renewals, payments, etc. on your radar.

3 REVENUE

By using a CRM to make projections, scale, and create room for growth, you'll see a return on investment in no time.

> Being able to see what the [sales team] is working on and where things are in the pipeline is priceless.
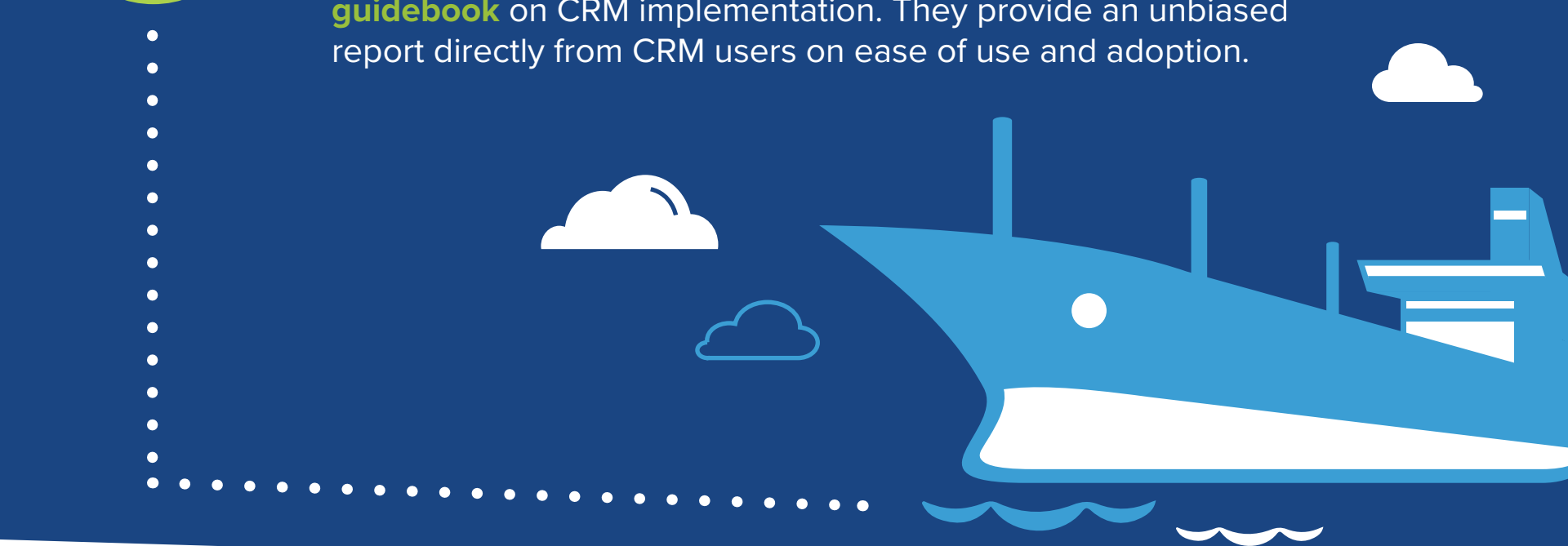>
> — *Crystal McLoughlin,*
> *Corporate Sales Manager at PACE*

ADOPTION 4

Sounds simple - but you can't get insights from a CRM if your coworkers aren't using it!

Make sure to choose a CRM that's streamlined and easy-to-use. If you're looking for some good options, take a look at **G2 Crowd's guidebook** on CRM implementation. They provide an unbiased report directly from CRM users on ease of use and adoption.

Try PipelineDeals FREE for 14 days!

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