1BoldStep

Accelerating Business Growth

Why CRM & Data is Your Secret Weapon

Ada Business Association
Feb 2025

Adam Clarke — President, 1 Bold Step

Background:

- Custom Software Sales
  - Honeywell, Haworth, Byrne Electrical - GTM Planning and PMing
- Led marketing team at SalesPad ERP

Launched 1 Bold Step in 2019

- Team of 20 currently
- Run HubSpot USer Group in GR

I enjoy my family, running, and I love rum

Why We Started 1 Bold Step

We believe that everything can be more efficient;
but especially the sales and marketing process.

So, we apply LEAN principles to create systems, order, and accountability
to generate demand, increase revenue, and prove return on investment.

Because your investment in sales & marketing
is a value-add (not overhead) and it should create
proven and predictable business growth.

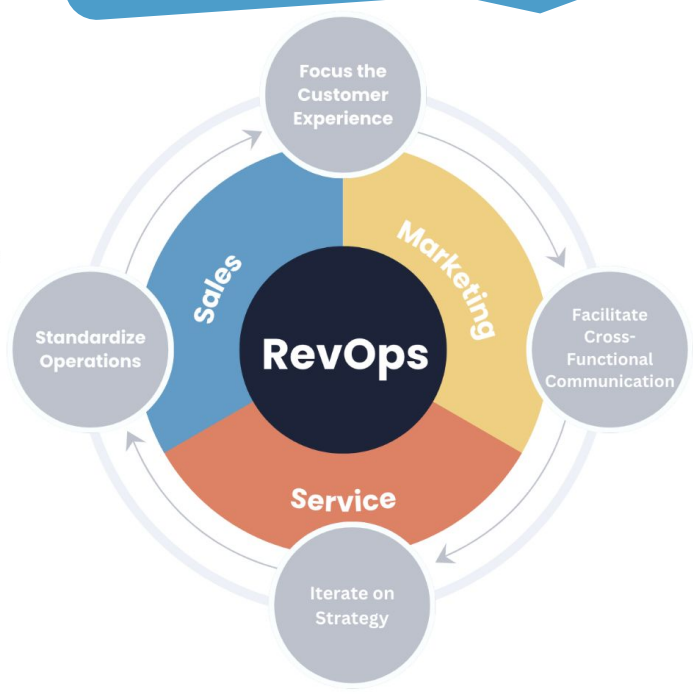
Our Evolution

From Marketing Agency to Growth Agency

- ROMI isn't the most important KPI; overall, **YOY revenue growth** is
- Attribution isn't about claiming victory; it's about learning what moves the needle
- Marketing, in a silo, cannot optimize the end-to-end revenue cycle
- Revenue is:
  - Net new
  - Cross sell
  - Upsell
  - Expansion
  - Renewals

Theory of Constraints:
The Goal = Increased Throughput = Increased Revenue

"One hour lost at the bottleneck means one hour lost for the entire production system"



What Do We Do — In the Simplest Terms

Strategic Growth Plans

An executable 12+ month detailed plan that includes a full budget for everything you need to succeed.

Fractional Teams

If you don't have every role covered, we'll fill the gaps for you.

Revenue Operations

Strategy and optimization for every aspect of the customer journey through marketing, sales, and customer success.

HubSpot Onboarding & Administration

From basic CRM, to sales enablement, marketing, automation, customer success ticketing, and integrations.

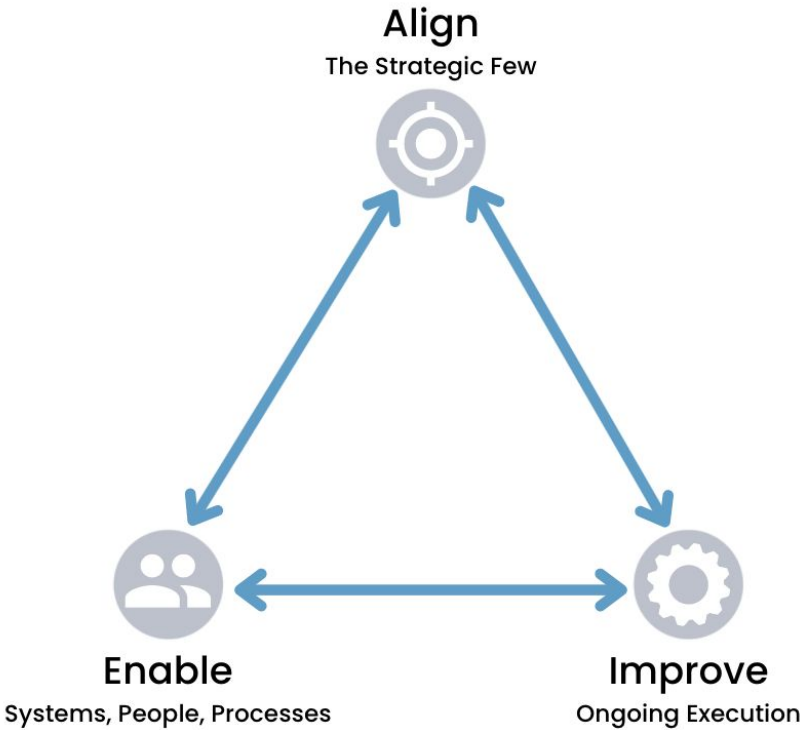
A LEAN Transformation

A systematic and holistic re-evaluation of an organization's revenue practices, processes, and mindset to drive sustainable change.

ALIGN — Marketing, sales, and CS goals should directly support your overall company goals. They should be clean, have an owner, and be measurable.

ENABLE — Put the right people in the right roles doing the right things with the right systems to enable sales and generate revenue.

IMPROVE — Measure to manage. Test tweak, and test gain. Continuously improve.



Dad Joke #1

Why did the marketing email feel sad?

Dad Joke #1

Why did the marketing email feel sad?

It kept getting ghosted!

Why do we do it?

Because the Buyer has Evolved

The Buyer has Evolved

According to Forrester, **70-90% of the buyer's journey is complete before they talk to a salesperson.** For the first time in business history, your prospects know more about you than you know about them.

Only 19% of buyers want to connect with a salesperson during the interest stage of their buying process, when they're first learning about the product.

How Buying Behaviors Have Changed

Then:

- Linear buying process
- Sales rep as primary information source
- Limited access to pricing/competitor info
- In-person meetings standard
- Individual decision makers

Now:

- Non-linear, self-directed journey
- Digital research first, sales rep later
- Full transparency on pricing/competition
- Virtual-first engagement preference
- Buying committees (avg. 6-10 people)

Some Buying Trends

Manufacturing

- 67% increase in digital platform usage
- 83% want virtual product demos
- 74% research sustainability practices

Professional Services

- 77% check thought leadership content
- 82% value case studies
- 69% prefer video consultations

Technology

- 91% use peer review sites
- 86% value integration information
- 79% want self-service trials

Healthcare

- 88% research compliance standards
- 76% want virtual product training
- 71% value peer recommendations

Because Sales and Marketing Alignment has Evolved

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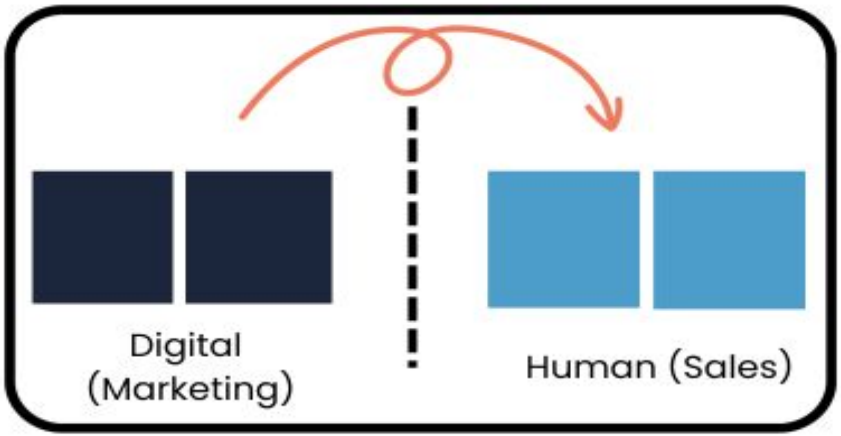
The Old Way: "The Wall"



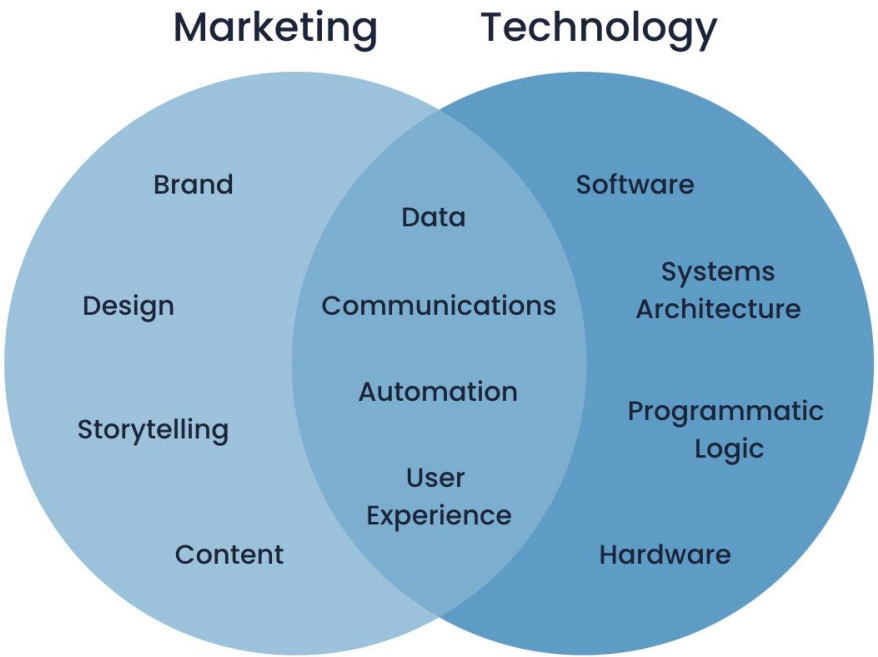
Why it's not working anymore:

- **75% of buyers want a sales-free experience,** however they're not good at buying and get buyer's remorse.
- Marketers have data and sales has insight and anecdotal feedback loops. They end up **targeting different people with different messages...**
- That's why leads generated by marketing **"suck."**

CRMs and Process are helping to create consistency

Marketing and Sales has Evolved

- Marketing and sales is now a **DIGITAL** profession.
- You market to digital audiences.
- You need professionals that understand people and technology.
- **TECHNOLOGY** creates accountability and guides the customer experience.



Because the Funnel has Evolved

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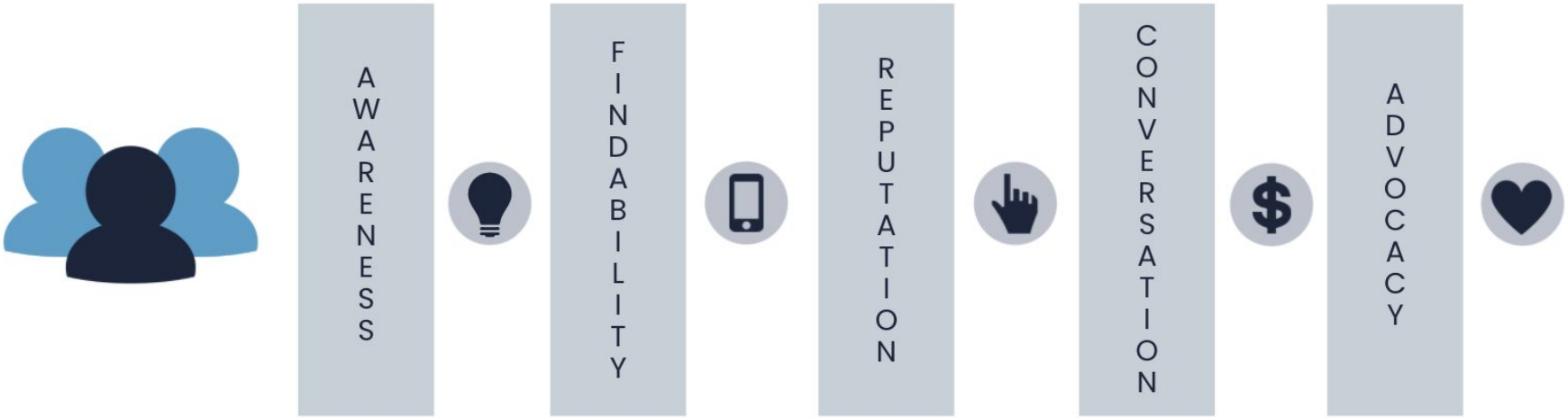

Interest

Social Networks
Social Advertising
Digital Display Ads
In-Content Ads
Email
Video
Traditional Media

Search

Organic Search
Paid Search
Directories
Maps
Catalogs

Research

Blogs
Articles
Reviews
Case Studies
Testimonials

Purchase

Buyer Experience
Add-On Sales
Traditional Sales

Experience

Social Posts
Reviews
Surveys
Word of Mouth

Understanding Company Growth

Definition (CRM Context)

Company growth in the context of CRM systems refers to the expansion and improvement in managing customer relationships, increasing customer satisfaction, boosting customer retention, and driving customer acquisition through effective use of CRM tools and strategies.

Key Metrics to Measure Growth

Customer Lifetime Value (CLV): Measures the total value a customer brings to a company over the entire duration of their relationship. A growing CLV indicates that the CRM system is helping nurture more valuable, long-term customer relationships.

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Customer Satisfaction Score (CSAT): Gauges how satisfied customers are with products, services, and interactions. CRM systems should facilitate improved service and satisfaction, driving overall growth.

Customer Acquisition Cost (CAC)

Formula

Total Sales & Marketing Costs

÷

New Customers Acquired

Industry Benchmarks

- B2B Target: 12-month payback
- Healthy LTV:CAC = 3:1
- CAC should decrease over time

Conversion Rates

Visitor → Lead	Lead → MQL	MQL → SQL	SQL → Won
2-5%	**5-10%**	**10-20%**	**20-30%**
Industry Average	Industry Average	Industry Average	Industry Average

Fun Fact:

Companies spend an average of 57% of their total expenses on new customer acquisition. That includes:

- Sales expenses, overhead, marketing, personnel, advertising, etc.
- This spend typically influences top-line revenue by 1-2X.

What most companies are missing is an investment in the alignment between sales and marketing from a data, tech stack, and processes perspective.

When alignment is achieved, expenses in those categories result in a 4-6x impact on revenue!

Dad Joke #2...

What did the sales pipeline say to the lead?

Dad Joke #2...

What did the sales pipeline say to the lead?

Let’s keep things flowing between us!

Growth as an Equation

Acquisition - Churn + Resurrection = Growth

- Acquisition = how many people signed up
- Churn = how many people are falling off
- Resurrection = how many people come back

Leading Indicators of Stalling Growth

Reduced Revenue

Reputational Issues

Reduced Profitability

Cultural Issues

Sales Changes

Operational Issues

- Fewer qualified leads
- Lower close rate
- Deals get stuck
- Operational costs too high
- Churn in customers (retention)

If it is always a guessing game or reactive, you are stalling growth. Measure it!

The Role of CRM

CRM Definition

CRM Customer relationship management (CRM) s both a strategy and technology that helps businesses manage customer interactions to boost revenue while building loyalty. It helps handle sales, marketing, customer service, and digital commerce.

CRM Benefits

1. Improved Sales Performance /Efficiencies
2. Enhanced Customer Retention -
3. Centralized Data
4. Better Decision-Making
5. Increased Productivity and Accountability
6. Improved Customer Experience -
7. Marketing ROI
8. Compliance and Security

45% of companies report that their use of CRM software has increased sales revenue (Zippia, 2023) (HubSpot)

Examples:

Sales Efficiency Examples:

- Automated lead scoring
  (40% reduction in qualification time)
- Pipeline automation
  (75% reduction in admin time)
- Meeting scheduling automation
  (90% less scheduling time)
- Sales intelligence
  (65% more meetings per rep)

Cross-selling/Upselling Examples:

- Product recommendations
  (55% higher cart/purchase value)
- Upgrade opportunities
  (70% acceptance rate)
- Bundle offerings
  (40% increase in contract value)
- Timing optimization
  (3x conversion on upsells)

So, say I convinced you...

2 Things:

At this point, you may have two questions.

1. Should I invest In CRM?

1. Should I make improvement with what I have?

Top CRMs - Gartner Magic Quadrant

Key Features for your CRM

Sales Performance - Lead Management, Conversion tracking
Centralize Data - Unified data, and real time data access
Dashboard and Reporting - insight into performance, customer behavior, forecasting
Productivity Tools - Data Entry Automation, Task reminders, Meeting schedulers, Automation and Email Sequences, lead Assignment, and reminders
Marketing ROI - Know what is driving leads, and giving you a return. Can you track Ads, Social, Email, Campaigns.
Security and Compliance - Minimize the risk of data breaches, access, etc.
Contact, Company, and Pipeline Management -
Integration Capabilities - What other systems do you use and how will it connect
CS and Support - Tickets, Live Chat, Knowledgebase
Mobile Access -
User Experience -
Document Management - File Storage, PDF, Quotes Files
Data Segmentation, Configuration, personalization -
Quoting, Payment Tools, Invoicing -

Steps for Implementing

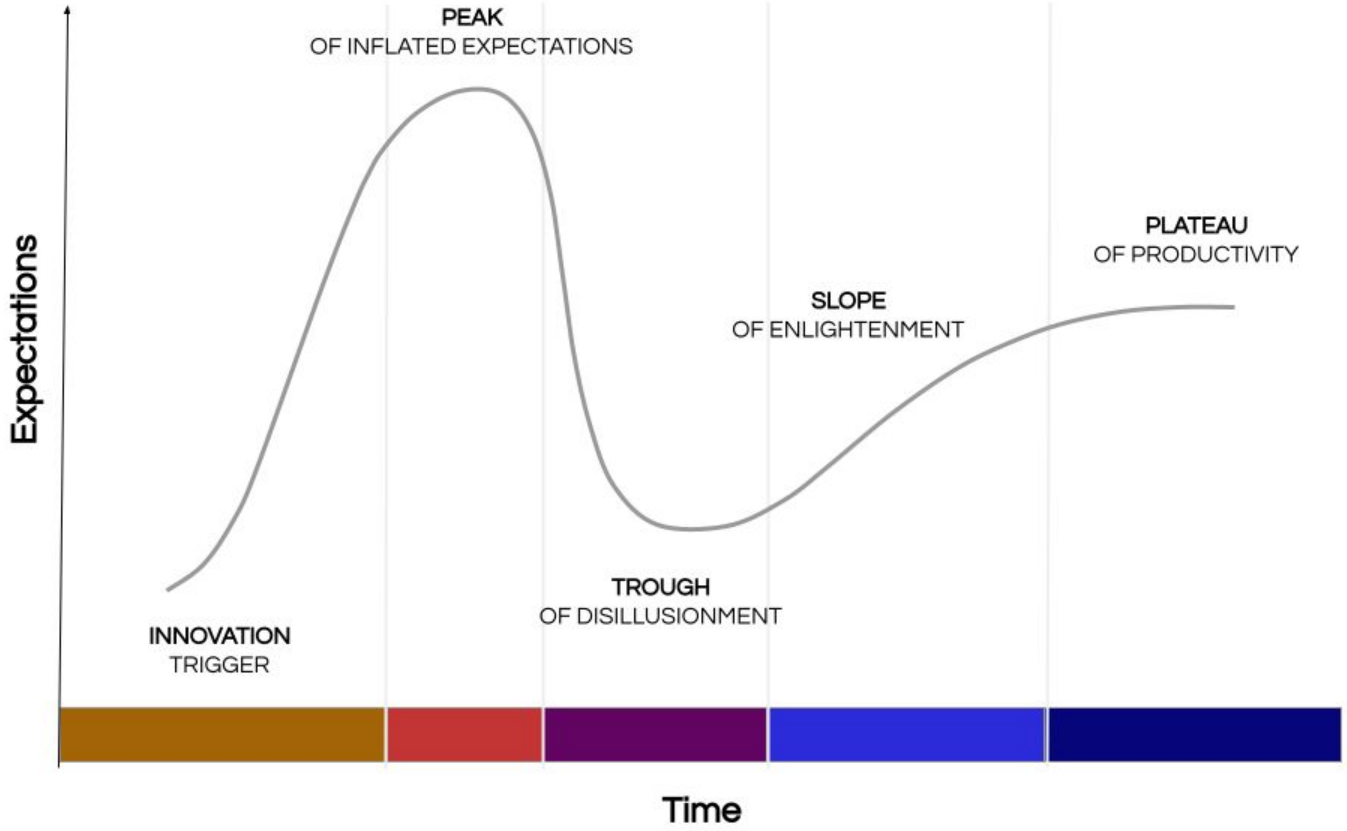
1. Identify Your Business Goals - What do you want to achieve? Can you set KPIs?
2. Assess Your Current Processes
    a. Document them!
3. Choose the right CRM
    a. Evaluate, Demo and Test, Consider Growth
4. Get Buy -in from stakeholders
    a. “People that weigh in, Buy In”
5. Make a plan - Set timing, be realistic, create a team
    a. Sales, Marketing, IT, Support, PM
6. Customize, Set up to fit your needs (not the other way around)
7. Migrate the Data
    a. Clean up data (bad data in, bad data out)
    b. Plan the data migration
    c. Test Data migration
8. Train the team
    a. Hands on Training, Ongoing training, Encourage some early adopters
9. Test, Make Adjustments
10. GO LIVE

Don’t Forget!

Continuous Improvement and Optimization

Analyze Data • Optimize and Scale • Get Feedback

Gartner Hype Cycle



Dad Joke #3

Why did the marketing lead go to therapy?

Dad Joke #3

Why did the marketing lead go to therapy?

It had attribution issues!

Future Trends

Emerging Technologies

Artificial Intelligence

- Intelligence Tools that will populate data
  - See Breeze, or Clearbit
- Chatbots, Virtual Assistance
  - See Agent.AI - Soon they will be team members.
- Hyper Automations
  - Workflows, repetition of tasks
- Content Production, Sales Follows ups, etc.
- Sales Coaching
- Data integrations and Connecting

Predictive Analytics

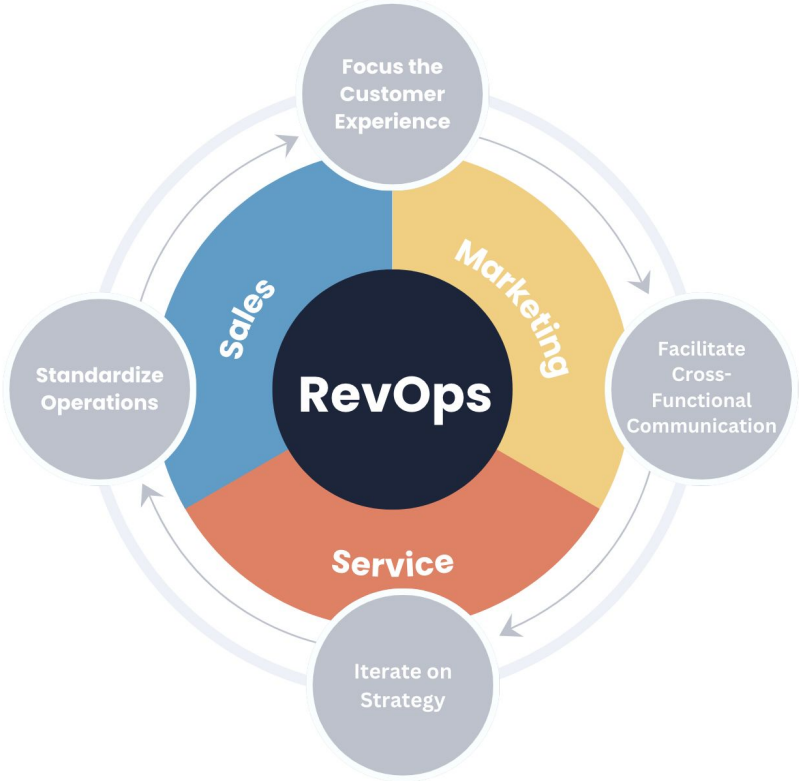
- Lead Scoring
- Lead Qualification, Conversion
- Forecasting
- Sentiment Analysis
  - Analyze interactions to detect emotions, satisfaction levels, or flagging of unhappy or happy customers

Revenue Operations is a Real Thing

Revenue operations has emerged as the fastest growing job in the US right now according to jobs analysis by LinkedIn.*

Align sales, marketing, and customer success. If you're not seeing the whole picture when it comes to your revenue, it's likely because your revenue data or processes are siloed.

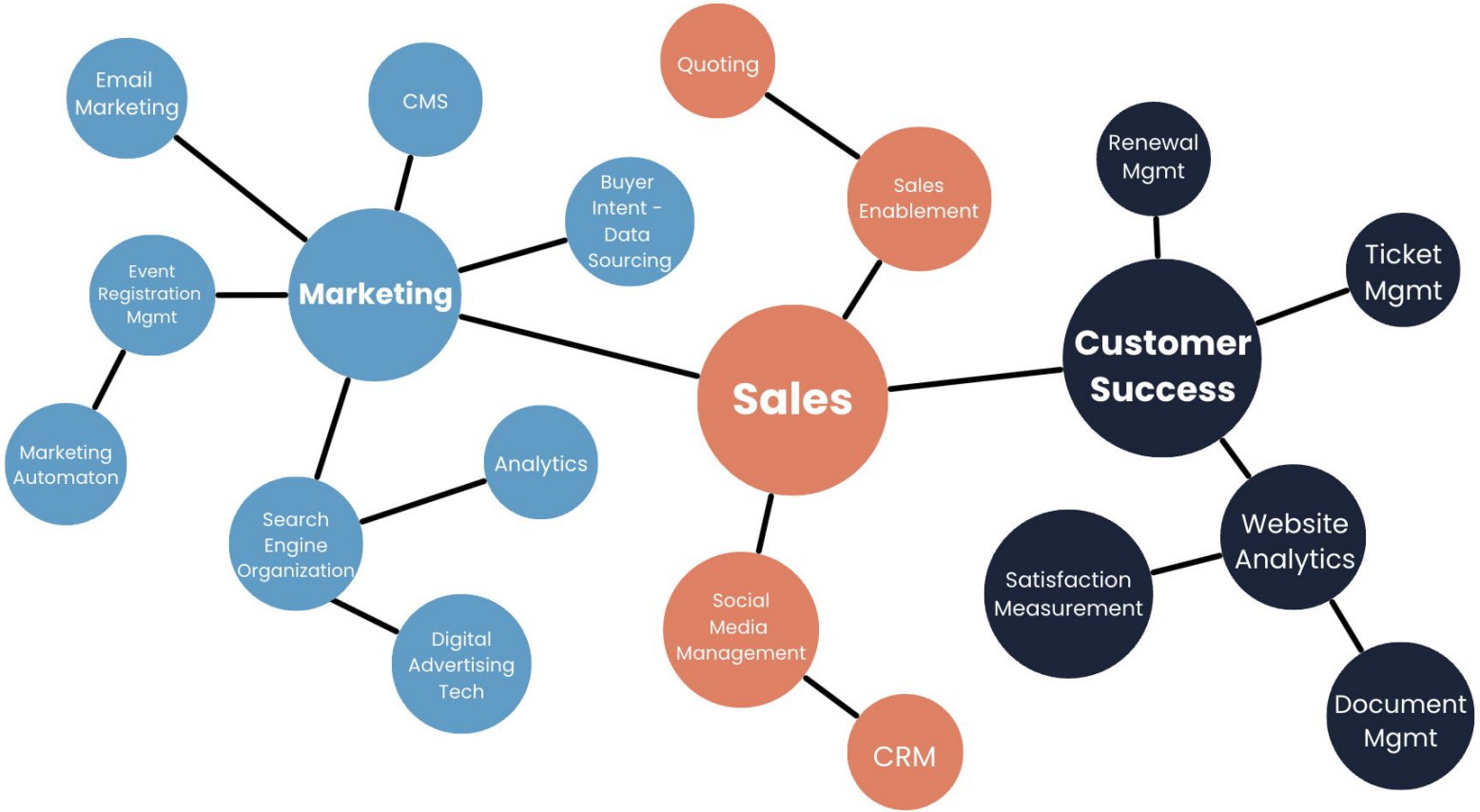
"...growing a business in 2024 is a digital, data-driven, and technology enabled **team sport.**"*



*Forbes Magazine, March 20, 2023

A Recap

The Technology Stack Matters



- **Growth is bigger than Net New**
- **If you have a CRM continue to invest in it**
- **If you don’t invest, growth will always feel hard**
- **Technology change is happening faster than ever**

Thank you!