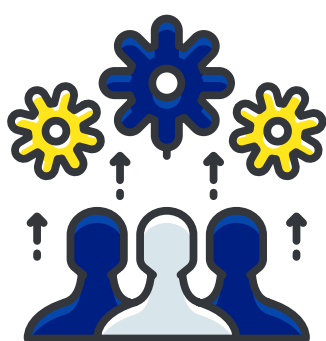# 7 TIPS TO GET YOUR SALES TEAM TO LOVE YOUR SALES CRM SOFTWARE
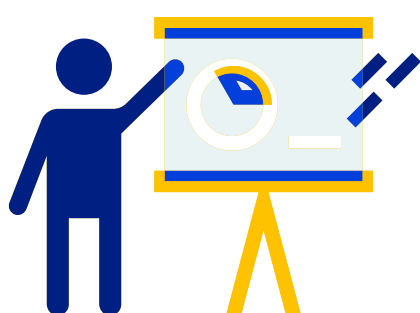
Maximize your ROI in a CRM by getting your sales team to love using it

1 INCLUDE YOUR SALES TEAM IN THE BUYING DECISION

Get your sales team involved while selecting the right CRM for your business.
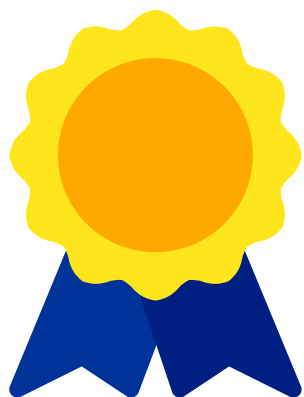
2 SET UP A ROBUST ONBOARDING & TRAINING PROCESS

Ensure that your sales team gets in-depth training on how to use different features of the software.
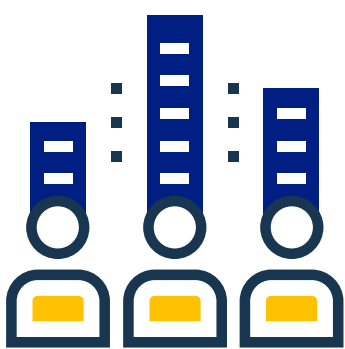
3 APPOINT A 'CHANGE LEADER'

A change leader will help the team transition onto the new CRM software and encourage using new features.

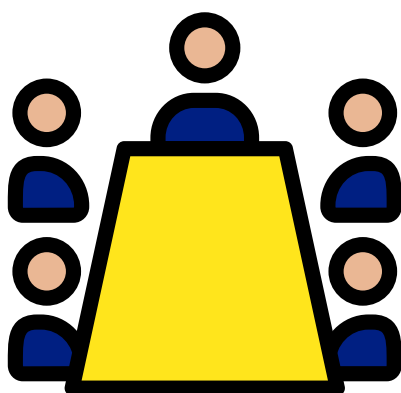**4 INCENTIVIZE PRODUCT USAGE**

Include positive reinforcements such as rewards and recognition to appreciate the sales reps using CRM.

5 TALK ABOUT THE BIG PICTURE

Talk about the benefits of CRM and how the entire company can achieve its business goals by using it.

6 MAKE IT A PART OF TOP-DOWN PROCESSES

Make the CRM a part of your weekly, monthly & quarterly sales meetings. Help sales reps learn the true value of CRM.

7 CELEBRATE CRM-BASED MILESTONES

Celebrate milestones like micro-conversions or sales effectiveness metrics in the CRM.

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