

# 80%

of companies that took our survey use a CRM



2020 CRM and Sales Results

**37.5%** use Salesforce



**12.5%** use X2CRM



**50%** use other CRMs including



### Reasons People Like Their CRM

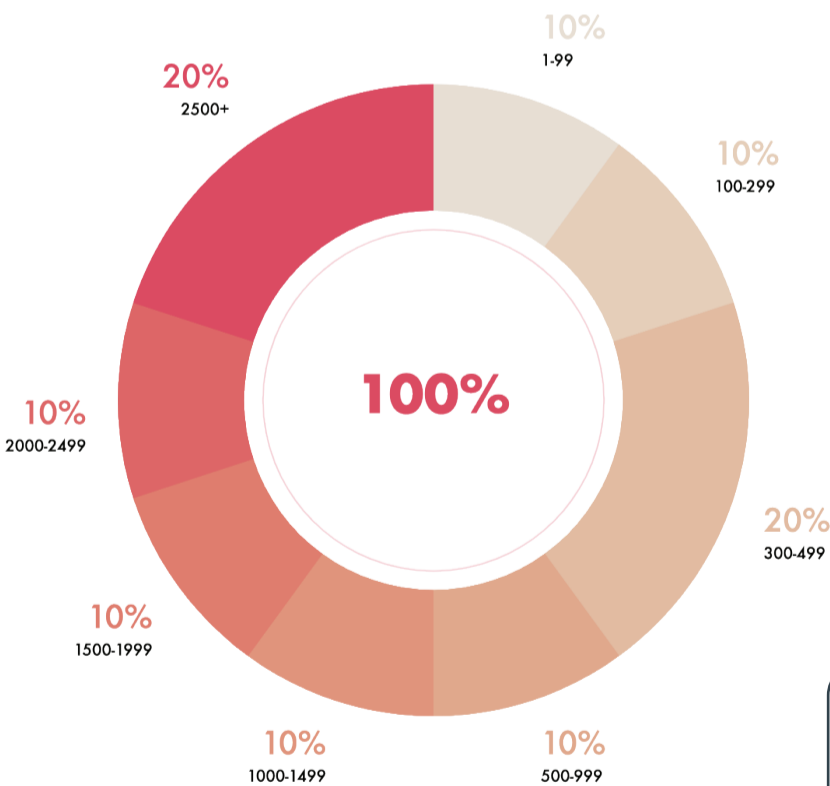
Easy access to client information **Ease of use**  
**Referral Tracking** Cheap **Uncomplicated** Versatility  
 Integration with other platforms  
 Effective **Sales tracking**



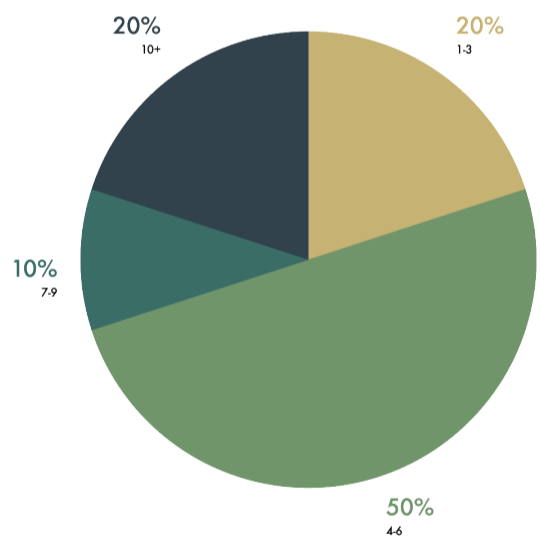
### Benefits People Like About Their CRM

- Consolidated client database
- Rich data analysis
- Time saving and workflow efficiency
- Pipeline management
- Automation
- Control in the sales development process
- Know your productivity every day

### Average # of Contacts



### Average # of Monthly Network Events Attended



### Organizing Contact Lists

- Safesforce
- Fard file
- CRM MICROSOFT 360
- Online address list
- Outlook
- MIS system
- Referral Maker CRM

**40%** of companies have less than 10 employees

### Reaching out to Prospects & Clients

- LinkedIn
- Email
- Phone.
- CRM
- Social media, n
- Networking
- Direct contact
- MIS system