



The Shelfware Problem: A Guide to CRM Adoption (Paperback)

By Brandon Bruce

BookBaby, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Gartner anticipates that the customer relationship management (CRM) market will rise to \$36 billion by just 2017. Yet despite that massive market, Forrester Research found that 49 of CRM projects fail. Yikes! That's \$18 billion down the drain. Why the waste? Lack of user adoption. Whether you're in sales, marketing, IT, support, or the C-suite, if you're somehow responsible for the adoption of CRM software at your organization, then this book is for you. Jump in to read about what adoption is and isn't and how to do training. And get tips on how to focus on metrics that matter and achieve executive support for not just buying CRM software but truly adopting it. What's in it for you? Aside from the glory and the admiration of your peers which traditionally accompanies work in the CRM field, you'll also save your organization half its money, or better yet help it win the promised return on investment of a successful CRM implementation. It'll be real and it'll be fun. It might even be really fun.



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