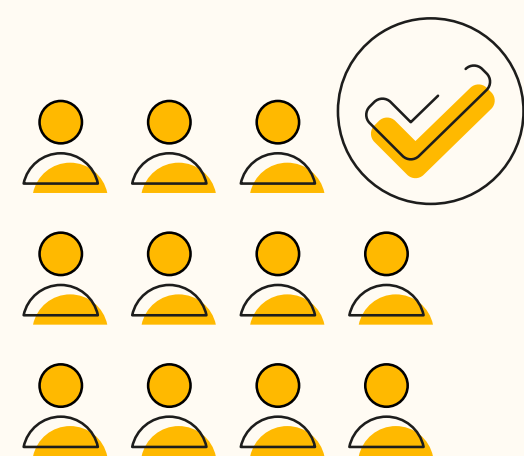


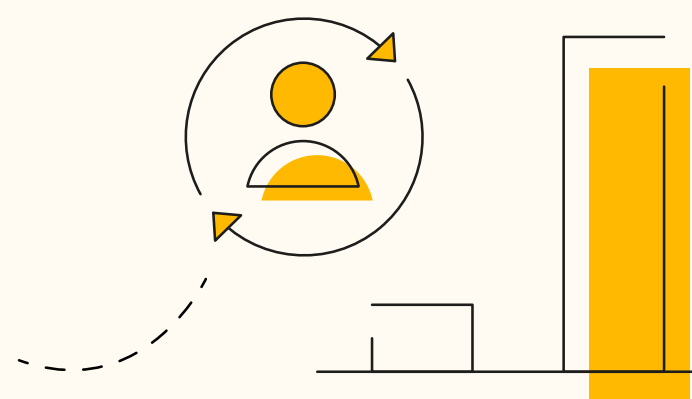
HOW MUCH SHOULD MY BUSINESS PAY FOR CRM?



CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE lets you manage and analyze customer data at scale. When used wisely, it helps you boost the success of your business by better understanding who your customers are and what they need.

Good CRM software will allow you to **RAMP UP YOUR ABILITY TO CONVERT LEADS** while cutting down on churn.

It can help support teams to deliver solutions to customers, or it can help marketing teams to engage with new and existing customers.



All of the above can be crucial for a small business looking to scale up, and will generate a significant ROI. To maximize this, of course, you need to **MAKE SURE YOU'RE NOT OVERPAYING.**

In most cases, CRM software prices are based on a per user per month basis, increasing in cost based on how many people you need to use the platform. Pricing can range from just **\$8 per user per month** to around **\$300 per user per month** for enterprise businesses.

The below guide outlines what your team should expect to pay for its core needs, so you can identify the best deals, without sacrificing the features that will make your CRM investment worthwhile.

SOLUTION TYPE	COST RANGE (per user per month)
<p>➤ Simple Small Business Features: Contact Management, Reminders/Scheduling, Interaction Tracking</p>	\$0 - \$10
<p>➤ Advanced Small Business Features: Custom reports, limited automation, simple lead-gen capability</p>	\$10 - \$30
<p>➤ Simple Sales Team Features: Contact Management, Reminders/Scheduling, Interaction Tracking</p>	\$0 - \$10
<p>➤ Mid-tier Sales Team Features: Playbook builder, KPI/target setting, Quote Proposal Management</p>	\$65 - \$100
<p>➤ Advanced Sales Team Features: Advanced Lead-capture, Multiple Integrated Communication Channels, Revenue Forecasting</p>	\$100 - \$150
<p>➤ Simple Customer Service Team Features: Contact Management, Reminders/Scheduling, Ticketing System</p>	\$10 - \$35
<p>➤ Mid-tier Customer Service Team Features: 1 - 2 integrated communication channels, SLA tracking, Case Management Tools</p>	\$35 - \$95
<p>➤ Advanced Customer Service Team Features: 3 - 4 Integrated Communication Channels, Agent monitoring, Automated Ticket Routing</p>	\$95 - \$150