



EXPERT INSIGHTS

Reports on Sales Effectiveness & Customer Relationship Management



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Sales Crisis: The Velocity of Information and the Quality Revolution

Read the website homepages of five top companies in any industry. Imagine those homepages without company names and logos. Can you discern any significant differences among them? They sound alike, don't they?

Over the past fifteen years, two forces have commoditized most products and services in the minds of customers: the velocity of information and the quality revolution. Because these forces are growing exponentially more powerful, no product or service is safe.

Not long ago, customers had to see salespeople to learn about products and services because information was not easily obtainable elsewhere. The job of sellers, therefore, required talking about the

features of their offerings. Such is no longer the case. Today customers can access reams of information instantly on the web. This has had two effects:

1. Customers have an increasingly difficult time identifying valuable differences between competing offerings.

2. Competitors can copy innovations and produce competing versions with ever-increasing speed.

The quality revolution has likewise reduced differences that customers once found valuable. Today, products and services are far more reliable. As quality has increased since the onset of methodologies like Six Sigma, obvious differentiators are

much more difficult to produce and sustain. In the past, variability in quality across the spectrum of products in any given industry was quite dramatic. Now, competing products simply don't have much quality difference.

As a result of the velocity of information and the quality revolution customers no longer receive value from salespeople who simply talk about their offerings and describe how they can help solve current problems. The internet is faster, cheaper and easier than meeting with sellers. Additionally, decision-makers are no longer even paid to solve today's problems. Instead, they are expected to look over the horizon and anticipate new challenges and opportunities. To compete successfully—and, in many cases, keep their jobs—today's sellers must learn to apply their expertise and insight to help customers prepare for the future.

To read the full report, go to www.expert-insights.com/huthwaite.asp



Huthwaite's business is sales performance improvement. Pioneers in the application of behavioral analysis to benchmark sales excellence in the field, they combine empirical research with the fundamentals of organizational change and world-class training to improve the effectiveness of sales professionals. In short, they help clients diagnose challenges, define success, prepare for change, implement sales performance solutions and support ongoing improvement. Ultimately, their goal is to help clients achieve specific business outcomes that are best addressed by improving the sales function. www.huthwaite.com For more information, contact Steve Warner, VP, Marketing at (703) 467-3849 or at marketing@huthwaite.com.

On-Demand CRM - the Holy Grail for Mid-Market Companies?

First it was the Fortune 500 and now it is the mid-market company that seeks the ultimate business tool; a tool that will serve up higher sales, increased customer retention, improved forecasting and a clear path to profitable growth. Is CRM that Holy Grail and if so why is it proving so elusive to the mid-sized company?

For the management team that gets it right, the rewards for implementing a successful CRM and Sales Force Automation system are nothing less than spectacular. Sales organizations that once meandered along can be turned into focused selling machines generating up to 40% higher revenues.

With the rewards so high, it is astounding that so many mid-market CRM implementations fail. Many people lay the blame on missing features in their chosen CRM systems. However, the most common cause of CRM failure is a lack of adoption by salespeople who become frustrated with overly complicated products. Eventually, widespread frustration causes CRM systems to be abandoned.

Why is it so difficult for sales people to adopt CRM? Surprisingly, much of the blame lies in the business model of many CRM vendors. Their strategy is to sell software cheaply and then recoup costs on the back end by selling expensive professional services for

implementation, training, and customer service. Since profits come from these services, CRM vendors have an incentive to build overly complicated systems that require a lot of training and support. Often, the result is that customers skip on these services and the cycle of failure occurs.

If these vendors changed their models to offer CRM at a competitive monthly price that included standard services for implementing and training their customers, their interests would match those of their customers. Vendors would then have every incentive to make their systems simple, stable, and trouble-free.

All in all, mid-market companies want CRM to be easy to use, effective, reasonably priced, and free of hidden costs; for them, this is the true Holy Grail.

To read the full report, go to www.expert-insights.com/auric.asp



Auric Technology is an on-demand CRM vendor focused on small and mid-sized companies. Auric Technology's product, the Prospector, is tailored for salespeople on the go, as it supports interaction via the web, email, PDAs, and laptops disconnected from the Internet. Auric's unique service model has been popular amongst small and mid-sized businesses venturing into on-demand CRM for the first time. New York, NY (212) 573-0941 www.aurictechnology.com



EXPERT INSIGHTS

Reports on Payroll Outsourcing & Marketing



To read full reports and related information, go to the links listed below or visit www.expert-insights.com

Businesses Find Payroll Outsourcing More Important Than Ever

The advantages of payroll outsourcing are more appealing than ever, judging by the number of businesses that now rely on an outside service. Paychex and ADP – the two largest national providers – are currently the choice of more than a million businesses, a total that has doubled in the last decade. The majority of their clients are companies with less than two dozen employees.

While outsourcing allows more time for concentrating on the moneymaking aspects of a business, freedom from compliance issues, safety, convenience, cost savings, and other factors are frequently mentioned by business owners as benefits.

However, payroll of a decade ago is not today's payroll. Larger providers have raised the bar with more product features, extensive support, performance insurance, and redundant processing (for example, following the Gulf Coast hurricanes, national providers helped clients stay in business by processing and delivering payrolls from unaffected areas). Selecting a national supplier with highly integrated payroll handling capabilities is of growing importance because payroll is increasingly linked to a number of other HR tasks.

- It is key to the management of workers' compensation and state unemployment insurance (SUI) costs.

- It is a vital step in collecting and remitting accurate health and dental insurance premiums.
- It is fundamental to the smooth administration of a company's retirement and section 125 plans.

This means as a business owner you have three basic choices. Select a desktop or online software solution with limited support and expansion capabilities, and arrange for services like 401(k) and insurance piecemeal. Go with a local vendor who will supply payroll and perhaps some limited third-party services, while you source others separately. Or, pick a single-source company like Paychex and receive a comprehensive solution far beyond just payroll. Your goal should be in line with other essential business decisions: define your needs and select answers that will best meet those needs . . . both now and in the future.

To read the full report, go to www.expert-insights.com/paychex.asp



Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services. Human resource services include 401(k) plan recordkeeping, workers' compensation administration, section 125 plans, time and attendance solutions, and other administrative services for business. Paychex has more than 100 offices and over 543,000 payroll clients nationwide. For more information about Paychex, visit www.paychex.com.

Corporate Client as a Family Unit: Why Market Intelligence Matters

Consumer marketing has long championed market segmentation as an effective way to, among other things, group prospects and aim effective messages toward them. But does the same approach work in the business-to-business space? Do businesses act like consumers? The answer: businesses act more like extended families. Individuals make final decisions, but children, parents, aunts and uncles influence choices. As with families, different individuals in the same company have different and evolving needs, especially in the technology and telecommunication arenas.

Thinking of a corporate client in this way requires a business development strategy anchored on first-rate profiling of existing customers and top

prospects. It is not enough to simply understand their industry, size, and what they bought last year. Marketers need to understand how each client's and prospect's infrastructure is deployed, initiatives these customers are undertaking, and who makes key decisions. Today, a corporate client's needs change fast, and a database must constantly track those critical changes if a client relationship is to be optimized.

Most essential is constructing and maintaining an ongoing flow of consistent, reliable "prospect intelligence." Most businesses have a customer data warehouse, but research shows that in b-to-b marketing, it often is incomplete -- a problem only exacerbated when prospect data are involved. To

overcome these obstacles, business marketers must acquire (and maintain) data that adds real value. Thus, business marketers must expand beyond their own customer data by garnering prospect data from multiple media and channels, and by employing third-party market intelligence sources that focus squarely on the b-to-b space.

Prospect intelligence, combined with dedicated analytics, will produce unique profiles of best customers. Marketers then can target with these profiles, finding new best-customer "lookalikes." For most business marketers, with finite budgets, choosing who not to pursue is often the real challenge. Target well using this methodology and a marketer is half the way home. No other single area of business development distinguishes winners from losers than the collection and application of good prospect intelligence.

To read the full report, go to www.expert-insights.com/harte.asp



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