



CRM BUILD & DEVELOPMENT

CRM & Pipeline Engineering

ENGINEER A SALES MACHINE THAT DRIVES PREDICTABLE REVENUE

Engineer a sales machine that drives predictable revenue growth. This isn't just CRM setup—it's complete sales process architecture that aligns your team, eliminates bottlenecks, and creates the foundation for scalable business growth through systematic customer relationship management.

What It Does (Core Capabilities)

1. Custom Pipeline Architecture

- Design sales stages matching actual processes
- Customer journey alignment with sales methodology
- Stage progression criteria and automation rules
- Revenue forecasting accuracy improvement

2. Advanced Automation Engineering

- Automatic task creation based on activities
- Follow-up reminders preventing deals from stalling
- Stage progression triggers and workflow automation
- Lead scoring and prioritization systems

3. Field Configuration & Data Architecture

- Capture exactly the information needed
- Custom fields for industry-specific requirements
- Data validation ensuring consistency and accuracy
- Reporting structure supporting business intelligence

4. Team Training & Adoption

- Comprehensive onboarding ensuring high usage
- Change management supporting cultural adoption
- Ongoing support during transition period

5. Performance Dashboards

- Real-time visibility into pipeline health
- Conversion rate tracking at every stage
- Team performance metrics and coaching insights
- Revenue forecasting and trend analysis

Optional Add-ons

1. Advanced Reporting and Analytics

- Custom dashboards and business intelligence

2. Marketing Automation Integration

- Complete lead-to-close process automation

3. Custom Workflow Development

- Complex business logic implementation

4. Mobile Optimization and Training

- Field sales team enablement

5. Ongoing Optimization and Refinement

- Continuous improvement based on performance data



PRICING SNAPSHOT (TYPICAL RANGE)

CRM Build & Pipeline Engineering

Starting At

Development: \$3,500–6,000

Monthly Retainer: \$1,200–2,000

*CRM Workflow Optimization

Starting At

Development: \$2,000–3,500

Monthly Retainer: \$750–1,250

Existing CRM improvement, automation layers, process refinement

Increase close rates by 15-25% through better process management

Reduce sales cycle time by 20-30% with systematic follow-up





WHY IT MATTERS

Scalable Growth: Foundation supports team expansion without chaos

Predictable Revenue: Clear pipeline visibility enables accurate forecasting & planning

Eliminated Bottlenecks: Systematic processes prevent deals from stalling or being forgotten

Ideal For:

Growing sales teams

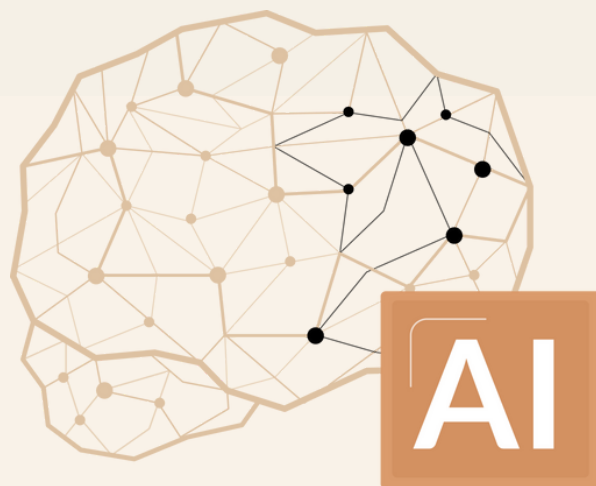
Companies with inconsistent sales processes

Organizations implementing new CRM systems

Teams needing revenue predictability



CRAFT **DIGITAL**



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