

5 REASONS EVEN AN **EXPENSIVE CRM FAILS**

4 of the 5 are about people and process.

1

Budget Issue

Treated as a one-time purchase.

People and process

2

Technology-first Thinking

Tool chosen before the process.

People and process

3

No CRM Owner

Everyone uses it, nobody owns it.

People and process

4

Team and Process Problems

A CRM can't fix a broken process.

People and process

5

Implementation Gap

Demo promises vs. real work.

**Fix the process first,
then the platform.**

Start with the free
CRM readiness audit.

