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## Commence Chief Recommends CRM Practices

By [David Sims](#)

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Commence Corporation, which sells a comprehensive CRM Industrial application suite, is announcing the release of "Practices That Pay: Leveraging Information to Achieve Industrial Selling Results," what company officials describe as "a compendium of smart practices from the leading industrial sales and marketing experts and organizations that are growing in today's challenging environment."

So if that sounds like your kind of thing, well, there you go. It's your lucky day.

According to Larry Caretsky, President of Commence Corporation, choosing a focus is "a difficult task that few industrial organizations do consistently well." Creating a focus, Caretsky thinks, is "as easy as articulately answering the following question: What customers can we serve better than anyone else?"

Your research, he says, should point you in a clear direction. "Leading industrial organizations state that clearly defining the target market, including job title, pains, number of potential customers, locations, and any other pertinent information," Caretsky has found, "is an extremely useful way to generate a list of viable prospects."

Defining your value proposition, he says, is "a key task for all industrial management teams. Without a clear value proposition, sales reps will have varying success and deliver a myriad of messages to your target markets."

A couple weeks ago Caretsky said that most ERP companies offering CRM have shortfalls.

"Managing the sales cycle and sales representative performance, marketing campaign management and integration with customer support are not provided by ERP tools," he said. CRM is not the strength for most ERP systems, which often use an add-on module but are rarely a full CRM package.

In many cases, Caretsky says, "industrial customers who require full CRM capabilities are relegated to third party products or services."

Stand alone industrial CRM products can provide more effective lean CRM processes, provided "the vendor truly understands the nuances and idiosyncrasies of the manufacturing sector; most do not," Caretsky thinks, adding that "Generic databases do not address central issues facing all industrial operations. Smart industrial organizations gather several key data points during customer research, which helps to define a CRM profile."

Commence's CRM suite is available for use on premise or on-demand as a hosted service.

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