

Consistency: The Antidote to the Rollercoaster Pipeline

written by Vicky Barry | August 15, 2023



The unpredictability of sales results has long been a Rollercoaster challenge for businesses. Peaks of success followed by valleys of low performance can wreak havoc on forecasting, morale, and growth strategies.

“Good month, bad month – the Hero to Zero effect of poor CRM utilization”

[Jude Campbell](#) *the managing partner at Selling Lane*

This phenomenon, known as the rollercoaster effect, stems from outdated pipeline techniques. However, the modern solution, a Customer Relationship Management (CRM) system, promises to transform this inconsistency into a steady upward trajectory.

Understanding the Rollercoaster Effect

The rollercoaster effect paints a picture of erratic sales performance. Imagine a month where your sales team is celebrating record-breaking numbers, only to face a steep decline in the subsequent month. Such volatility isn't merely a morale dampener; it's a significant impediment to strategic business planning.

CRM: The Beacon of Consistency

1. **Centralized Data Storage:** By acting as a unified repository for all customer-related data, a CRM ensures that every team member operates with uniform information, fostering consistent communication and engagement with potential clients.
2. **Automated Follow-ups:** Missed follow-ups often contribute to the rollercoaster effect. CRM's automated reminders and scheduling tools ensure that every lead receives timely attention.
3. **Data-Driven Insights:** Moving away from intuition-based decisions, CRM systems offer insights rooted in concrete data about customer behavior. This shift enables sales teams to refine their strategies for more

predictable and consistent outcomes.

4. **Streamlined Sales Process:** By automating various sales stages, from lead capture to deal closure, a CRM not only conserves time but also guarantees that every lead experiences a consistent nurturing process.
5. **Enhanced Customer Relationships:** CRM's essence lies in nurturing and elevating relationships. With a comprehensive view of each customer, sales teams can craft personalized interactions, fostering trust and ensuring consistent sales.

The Power of Consistency

In the competitive arena of sales, achieving consistency can set a business apart. While occasional highs from the rollercoaster effect might seem appealing, the accompanying lows can be detrimental. A balanced approach offered by a CRM system ensures sustainable growth without dramatic fluctuations.

Well, that was interesting, but there's more

Old pipeline techniques and their resulting rollercoaster effect are becoming obsolete. In the contemporary business landscape, the demand for consistency is paramount. Adopting a cutting-edge CRM system like Selling Lane can be the catalyst for not just matching the competition but outpacing it. Embrace a future of steady, consistent growth and leave the peaks and valleys behind.

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