

CRM **SHOULDN'T SUCK**

CRM ON LIFE SUPPORT

Your CRM isn't dead... but it's circling the drain.

Your team avoids it like a haunted house. New leads are buried, follow-ups fall through the cracks, and reporting is a guessing game. It limps along just enough to keep hope alive — but every day you wait, the damage spreads. You know it could work, but you're out of duct tape and short on answers.



Empellor CRM's innovative approach of prioritizing our business needs has been transformative. Not only did they revamp our Dynamics 365 CRM system, but they also enhanced our product management and reporting capabilities through a new data warehouse. They've proven to be our trusted CRM partner, guiding us towards unprecedented efficiency and success.

Ada Stepan, VP Global Operations, Abracon






Your CRM is bleeding out in silence.

Every day you delay is another lost lead, broken process, and missed opportunity.

Your team may be surviving, but your CRM sure isn't — and hoping it gets better isn't a strategy. We'll hand you the defibrillator and a step-by-step plan to bring it back.










Best For:

-  Companies using any CRM platform
-  Teams confident in managing the rescue internally
-  Businesses that need a plan, not a partner

Achieve More with a CRM That Doesn't Suck

When CRM works, it disappears into the background and empowers your people to do what they do best. But when it fails, it infects every process it touches. This package gives you the clarity, confidence, and direction to stop the bleeding and turn your CRM into the system it was meant to be — finally aligned, adopted, and adding value.

What You'll Gain:

-  Enhanced CRM Rescue Audit
-  One-hour virtual audit findings review
-  Four hours of CRM technical review
-  Two virtual issue deep-dives (up to 2 hours each)
-  Empellor CRM Rescue Roadmap personalized to your business
-  Actionable recommendations across the six Propellor Methodology segments
-  Identification of quick wins your team can implement immediately
-  Adoption and engagement plan
-  Best practice recommendations to drive CRM success

Investment:  \$19,500  30 Days

CRM **SHOULDN'T SUCK**

CODE BLUE CRM

Everyone's yelling, but no one's fixing it.

Sales can't trust the data. Marketing's blaming the system. Leadership's demanding answers. Your CRM is the source of stress instead of the solution. You've tried patching the holes internally — now it's total chaos. You're moments away from pulling the plug, but deep down, you know it's not too late.



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You're one bad quarter away from pulling the plug.

If your team doesn't trust the CRM, they won't use it — and that chaos will cost you.

Let's stop the spiral. We'll step in now, fix what's broken fast, and give you the clarity to lead again.

Best For:



Companies using Dynamics 365 or Salesforce



Teams lacking internal expertise to reverse the decline



Leaders who want the rescue experts to turn things around

Reclaim Control with a CRM That Delivers

This is your turnaround point. Code Blue CRM is designed for companies in crisis mode — when internal efforts have failed, and the clock is ticking. We don't just patch the symptoms — we fix the cause. Rebuild confidence in your data, re-engage your users, and finally give leadership the visibility and performance they've been demanding.

What You'll Gain:



Enhanced CRM Rescue Audit



Technology Alignment Audit



90-minute virtual audit findings review



Ten hours of CRM technical review



Two cross-functional issue identification sessions (up to 4 hours)



Four virtual issue deep-dives (up to 8 hours)



10 hours of in-depth technical and business process review



40 hours of consulting to implement high-priority fixes



Delivery of Empellor CRM's Enhanced Rescue Roadmap



Actionable recommendations across the six Propellor Methodology segments



Quick-win implementation plan to boost adoption and usability



Best practices to drive CRM success



CRM Risk Analysis



User adoption and engagement strategy

Investment: \$36,000 60 Days

CRM FLATLINED

You've already lost time, money, and buy-in.

Maybe this is your second CRM. Maybe it's your fourth. Either way, the team's checked out. Sales won't use it. Leaders don't believe the data. Everyone's scarred from the last rollout. It's a graveyard of missed opportunities and broken promises — and you can't afford to get it wrong again.



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Your CRM is dead — what's next could be worse.

Another failed implementation could destroy buy-in forever. This isn't about resuscitation — it's about redemption. Start over the right way, with a strategy built to deliver from day one.

Best For:

- Companies looking to start over with a new CRM
- We need Help selecting the best CRM for our Business
- Companies that cannot afford another failure. We have to get it right this time

Delivering CRM Built to Perform

This is your do-over — minus the wasted budget and internal drama. Flatlined is designed for companies who know they can't afford another failure. We'll help you wipe the slate clean, bring your team back on board, and architect a CRM that actually supports growth, revenue, and reality.

What You'll Gain:

- Enhanced CRM Rescue Audit
- Technology Alignment Audit
- 90-minute virtual audit findings review
- Ten hours of CRM technical review
- Two cross-functional issue identification sessions (up to 4 hours)
- Four virtual issue deep-dives (up to 8 hours)
- 10 hours of in-depth technical and business process review
- 120 hours of consulting to implement a high-impact rebuild
- Delivery of Empellor CRM's Enhanced Rescue Roadmap
- "Start Fresh or Rebuild" strategic recommendation
- Actionable recommendations across the six Propellor Methodology segments
- Quick-win implementation plan for early traction
- CRM Risk Analysis
- User adoption and engagement strategy
- Best practice framework to future-proof success

Investment: \$55,000 90 Days