

Top Ten Tips on How to Ensure CRM Failure

- 1. Focus on your immediate requirements only, don't worry about any potential future needs, you can deal with those later.**

By keeping your eye on the band-aid, you won't have to worry about the spreading infection until it really starts to hurt (that'll be someone else's problem anyway).

- 2. Keep the project a secret from the end-users.**

If they hear about it, just deny it. If they do find out about it, don't let them get involved. If they think it's meant to help them they'll probably waste time using it too much. When it comes time to launch it, they'll just have to use it. Period.

- 3. Don't bother people in other departments with annoying and distracting questions about business process – they can deal with the system later.**

If it ends up impacting them, or they want to share the system with you, tell them to go and get their own.

- 4. Customize the system extensively for your requirements.**

By spending lots of time (and money) upfront tweaking it for your own personal needs, it's likely you'll have a highly complex custom solution you can brag about on your resume (your consultant too). Heck, whenever the moment strikes, do your own customizations, and do them often. By changing the fields people are expected to work with, the system will always look fresh, plus it'll keep those end-users on their toes.

- 5. If you have to use an outside consultant (you could probably do it all in-house), pick a neighbor or family member who's fairly handy with computers (make sure they're big AOL users).**

They may not know how to work with your specific solution, but they'll be cheap, and although it might take them a little longer, you can bribe them with some Two-Buck-Chuck (decanted) to get it done over the weekend, or spring-break (Old Milwaukee).

- 6. Don't let any mucky-mucks get involved in the decision.**

They'll just slow the whole process down (and they might leak the secret). And if they actually wanted to use it, they'll become big brother to you. This could completely undermine your authority.

- 7. Start fresh with no data.**

If you had an old system that people weren't using before, what good is the data? It's garbage. Plus, the whole idea is to get people to input valuable data – if they think it's already there why should they bother? Hello.