Business Mission

What need we solve,
What we can do better than others,
Why we are convinced
by changing the game

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Pipeliner Mission Business Statement

Pipeliner's mission is to put people first—by providing a CRM solution that empowers them, gives them real business insight, to enjoy and have fun using!

The "Why" Behind Pipeliner CRM

Unlike other CRM applications, Pipeliner CRM embraces a philosophy that goes back some 150 years. The management principles of economists and management scientists from the Austrian School of Economic Thought (in particular Fredmund Malik) form the backbone of our management principles, and the foundation for Pipeliner CRM.

Most companies embrace core values, but philosophy is something else entirely. Philosophy is the rules—the science—behind core values. Pipeliner is based on very sound and proven business principles, and it is what truly sets us apart from other CRM solutions.

According to Austrian economist and management scientist Fredmund Malik, an enterprise is composed of three main components: need, strengths and beliefs. How does this apply to Pipeliner?

Need

We some time ago isolated two particular needs for our industry:

👍 that of the sales manager in being able instantly and visually track sales for individual sales reps, units and the whole team

👍 that of the salesperson in having a CRM solution that actually empowers them to sell, instead of simply weighing them down with administrative duties.

We knew that a CRM system that performed as above without generous amounts of time and resources invested in training and implementation was what companies wanted. That is the need, being expressed again and again by—and satisfied for—our customers. We set the goal to banish "CRM sucks!" forever — it should be fun and filled with real benefits for all stakeholders.

Strengths

What then are our strengths? What do we do better than other CRM developers and vendors? Where is value created?

1. Through our endurance and through our consistent production, we have proven to be one of the best programming companies in the world. Prior to Pipeliner, we produced, administrated and hosted World Check, a risk intelligence platform ultimately purchased by Thormson Reuters Our technical approach over 15 years ago was already on the edge, as one of the first implementers of scrum methodology we could deliver products on the target line.

2. But we're not simply programming in a vacuum—we are coming from a business approach. We have the necessary business and sales factors based on very sound business principles, beginning with the philosophical principle of empowering the individual (Austrian school—Fredmund Malik, Peter Drucker). I myself am a lifelong businessperson, entrepreneur, and salesperson.

3. We brought an entirely new approach to CRM—that of being completely visual, having the complete CRM available both online and offline, and even with an element of gamification. These factors result in something unheard of: a CRM application that is actually getting used, because people actually enjoy using it.

This all came about because we put the needs of the salesperson and the sales manager first. Now, because they actually use the product (enthusiastically as opposed to begrudgingly), it means that the data entered into it is far more accurate and consistent. Because of this, management can accomplish the goal of getting correct data out of the CRM system.

4. We're in the CRM business for the long game—constantly re-evaluating, customizing and incrementally making Pipeliner ever-better for our customers.

As pointed out by the founders of the Austrian School of Economic Thought, trade (and therefore sales) innately has a peacekeeping element.

Beliefs

So what beliefs do the fulfillment of a need and the application of our strengths bring about?

First, for ourselves we have brought about a tremendous self-respect and pride in what we have achieved. And this self-respect—or as referenced by Malik "the inner force"—comes about because we changed something.

What have we changed? Foundationally we have given salespeople a better sense of self-worth, self-esteem, and importance. I created the term salespreneur to express this importance because the term "salesperson" is not as respected in society as "entrepreneur" for example.

Why do I consider salespeople to be so important? Because, as pointed out by the founders of the Austrian School of Economic Thought, trade (and therefore sales) innately has a peacekeeping element. Entities engaged in trade cannot fight with each other—else there is no trade.

Hence it could ultimately be said that salespeople play a far bigger role in world peace than they might realize,

The worth of commerce and trade is further expressed in this graphic:

Networked Selling
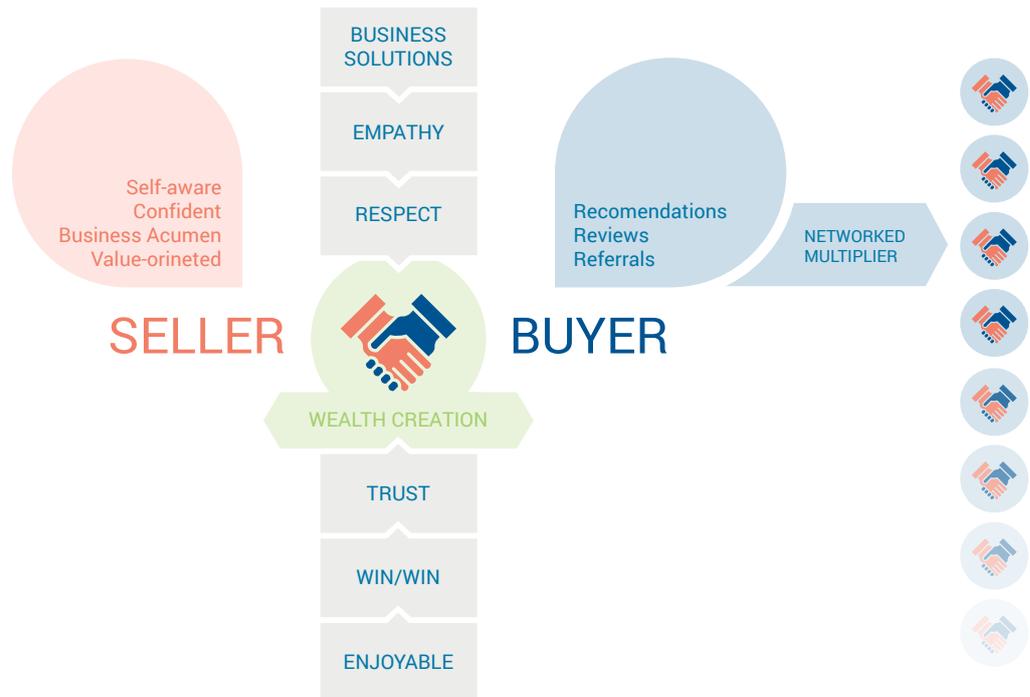
If you take a close look at it, you'll see that the relationship between buyer and seller is enormously amplified by the fact that we live today in a networked society. By each side engaging in each of these 6 basic principles—business solutions, empathy, respect, trust, win-win and enjoyment—wealth is created on both sides, constantly.

Surviving the Transformation

We hear today from many authorities—including the Austrian School of Economic Thought—that the world is in the midst of a major transformation, from the old to the new. This is most evident in the digital revolution, which has changed and which continues to change everything within our work and living environment. You must work with this change, not against it—otherwise you will be out of business, like many that failed to adapt.

Within that environment is the human factor. And what is very interesting is that despite the ever-growing population figures, the human has

become more important in business, not less. This is easily seen in subjects such as insight sales.

What does that mean for our industry—sales? Well, sales is also in a major transition. This is evident everywhere you look. Glance over any list of bestselling books on sales today, and you'll see that they all contain words like "change," "transition," and "revolution."

When we narrow down solutions for companies in surviving these changes, we of course look at our own. Our solution is based totally on visualization. Why?

Here is a very interesting quote on the subject of visualization:

> " Reptiles think with their eyes, not their brains —and so do we! Dinosaur brain thinking (the same thing, but dinosaurs are cooler than reptiles) isn't about thinking consciously and making logical decisions—it is about reacting.
>
> There are different reason something appeals to us at the dinosaur brain level, before our conscious mind has time to process it, such as: newness, contrast, surprises, details, visuals.
>
> **- From Impossible to Inevitable**
> by Aaron Ross and Jason Lemkin

Which leads, then, to our specific product—Pipeliner CRM, which quite literally is Instant Intelligence, Visualized.

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