**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 11**

**GROUP ACTIVITY**

**Issues in the implementation of CRM**

Your group will be allocated one of the following issues:

* Degree of organisational change
* Lack of leadership
* Lengthy time to implement
* Lack of resources
* Lack of strategic framework

For the topic your group has been allocated, identify how this issue impacts the successful implementation of CRM and discuss strategies and tactics that can be adopted to overcome this.

Be prepared to share your thoughts with the rest of the group.