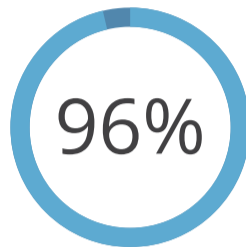


A global manufacturing firm realized its investment in Salesforce CRM did not realize a favorable ROI. The leadership decided it needed to focus on the adoption of this strategic tool.



SITUATION

While the firm had its 500+ sales reps on the Salesforce CRM platform, the reps' use of it was sporadic. Deal information was incomplete, inputted into the system at the last minute, or never inputted at all.



96% of deals were created less than 30 days before a quote leading to poor visibility for management and production



\$36 Million worth of deals that were "stuck" in the pipeline with no activity in 180 days

CHALLENGES



TREASURE HUNTING

Sales reps constantly were providing feedback that it was hard to find information and to stay up-to-date on their accounts.



LACK OF VISIBILITY

Sales, production and service managers lacked the visibility into the pipeline to properly forecast future needs.



LOST IN SPACE

Due to time constraints and workload, deals were not pursued and therefore revenue was lost.

TRUE BLUE ACTIONS | RESULTS

- True Blue's proprietary reporting and sales scoring system was implemented.
- 12 KPIs were identified and tracked weekly to provide visibility from top to bottom.

Open CPQ (#)	Open (#)	Open (\$K)	Won (#)	Won (\$K)	Lost (#)	Lost (\$K)	Past Due	No Update	Contact Issues	No Amount	No Product	Score
64	59	\$834	25	\$242	77	\$759	0	11	1	6	4	95
54	48	\$430	47	\$238	66	\$827	2	6	1	6	2	94
39	38	\$820	27	\$215	45	\$208	9	1	0	1	0	92
62	51	\$1,242	57	\$482	67	\$558	3	15	8	15	8	86
39	35	\$356	37	\$299	58	\$195	11	5	1	4	1	86
22	10	\$99	10	\$61	12	\$365	2	11	0	0	0	82

- When issues were detected, the opportunity in Salesforce CRM was listed with the issue and one-click away. No more treasure hunting!



\$153 M
INCREASE IN PIPELINE

22%
INCREASE IN AVG DEAL SIZE



76%
DECREASE IN LAST MINUTE QUOTES