

Manufacturer

Industry - Manufacturing

Products Used - Sales Cloud




Industry

Manufacturing

A global manufacturer that produces proprietary temperature-control products for commercial use.

Products Used

 Sales Cloud

Challenge



Our client wanted to expand worldwide, but lacked the tools needed to track incoming leads and facilitate sales outreach on a global scale.

- Team members utilized siloed spreadsheets to record prospect and partner information
- Attaining a comprehensive, real-time view of regional markets was a challenge
- The organization lacked visibility into how opportunities could contribute to market share in a given region
- Sales team members wasted time performing rote manual tasks

Value Delivered



Gerent implemented Sales Cloud, empowering our client to facilitate effective global sales operations. Our team also:

- Used Webflow to create custom objects that would allow sales to assess opportunities
- Integrated Microsoft Outlook with Salesforce
- Customized Sales Cloud to meet the client's specific organizational needs

Results



Gerent has empowered the manufacturer to:

- Obtain the technological infrastructure needed to expand its global footprint
- Better capture, organize, and analyze market data
- Quickly quantify the potential of a specific market within a given region