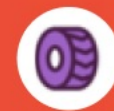




Industry - Automotive

Products Used - Automotive Cloud





## Industry

Automotive

M.H. Eby is an automotive business that is known for its diverse line-up of both standard and engineered-to-order aluminum trailers and truck bodies for livestock, equipment, and bulk commodity transportation. M.H. Eby utilizes both retail locations and in-house sales reps that manage fleet and end-customer sales. It also partners with dealerships to sell to end customers.

## Products Used



Automotive Cloud

## Challenge



In this phase of the project, Gerent and M. H. Eby implemented Automotive Cloud with the intention of enabling in-house sales reps to more efficiently manage their sales pipeline and improve tracking for leads passed to partner dealerships. Pre-project:

- Sales reps for M.H. Eby lacked a centralized CRM and were only able to enter sales after close, giving the company little to no insight into their sales pipeline.
- Sales reps had no standard sales process to follow.
- Without visibility into critical sales operations, sales leaders had no way to calculate expected revenue in a given month, quarter, or year.
- Sales leaders found it difficult to create tactics to drive successful customer relationships without having a holistic view of current and past customer interactions.
- Sales data was stored in siloed and often manual places such as sticky notes, reps' memory, and email, making it nearly impossible to facilitate accurate data reporting.

## Value Delivered



Gerent implemented Automotive Cloud to unlock the scalable, efficiency-boosting CRM functionality that M.H. Eby needed to set itself up for success. In a hopeful future phase, the company can set up a Salesforce Partner Community to manage partner sales.

### Our consultants:

- Implemented Automotive Cloud features such as Fleet Management, Inventory Search, Lead Management.
- Stood up a Sales Management feature to include Trade-In process, quotes, and orders.
- Provided guidance to M.H. Eby as they set up an integration to Epicor using Workato.

## Results



### M.H. Eby was empowered to:

- Productively track sales with a standardized sales process
- Provide executives with accurate, real-time reporting
- Analyze data when commercial targets are achieved or missed