

Getting the most out of tradeshow with Showpad

About Namgrass

Namgrass is a fast-growing company that designs, produces and distributes high-end artificial grass products that are suitable for any application. The company is active in more than 25 countries, and prides itself on working with local partners to provide residential and commercial customers with the best service possible.

Challenges

Namgrass' sales teams are spread across Europe, and reps regularly attend trade shows to engage customers and showcase products. However, the company was struggling to provide teams with up-to-date content, such as catalogs, brochures, price lists, case studies, promotional collateral, and so on. As a result, Namgrass' marketing team was obliged to:

- Routinely send hundreds of emails with multiple attachments.
- Allocate a significant portion of the marketing budget on print-based content.



About Namgrass

- **HQ** Merelbeke, BE
- **Founded** 2006
- **Industry** Architecture & Planning
- **Employees** 51–200

- Manually add trade show prospect details to the CRM system.
- Maintain an offline “drawing book” for sketches of customers' gardens, golf courses, patios, etc.

In order to support Namgrass' strong growth, the company's leadership realized that this way of working was inefficient, difficult to manage, and needlessly costly.





Solution: Showpad

Namgrass evaluated different sales and marketing enablement platforms, and concluded that Showpad was the powerful, flexible, and easy to manage solution they needed.

Implementation was rapid and streamlined. Sales teams were equipped with Showpad-installed tablets, and were instantly impressed with Showpad's capacity to:

- Easily create a customized environment for specific prospects and trade shows.
- Send content to customers while on-the-go and in real-time.
- Drive customer engagement at trade shows, either by using Showpad as a one-on-one tool to support a consultative and personalized sales process, or launching the "Kiosk Mode" to attract and inform visitors.
- Capture drawings of prospects' garden via built-in pen and marker functionality, save it, and share it through Showpad.

While sales teams were familiarizing themselves with Showpad's features and functions, marketing teams were also embracing the new solution by:

- Uploading the latest content to Showpad's secure and centralized cloud-based repository.
- Organizing folders based on customized channels (i.e. one channel per sales region, one channel for each trade show, etc.).
- Integrating Showpad with Namgrass' CRM to accurately and efficiently sync contact data.
- Helping local resellers create customized background images and folder icons to fit their unique branding needs.



RESULTS

Showpad continues to help Namgrass achieve substantial improvements and results, including:

- Increasing sales reps' active selling time
- Reducing the time marketing teams spend distributing and updating content
- Supporting the unique needs of local partners
- Increasing customer satisfaction
- Improving trade show impact and ROI
- Reducing printing costs
- Ending version control problems

"Showpad is simply the best sales tool one can imagine. Our sales team loves it and so do our customers. The future of sales has finally arrived!"

Stefaan Rossel
CEO and Founder, Namgrass

