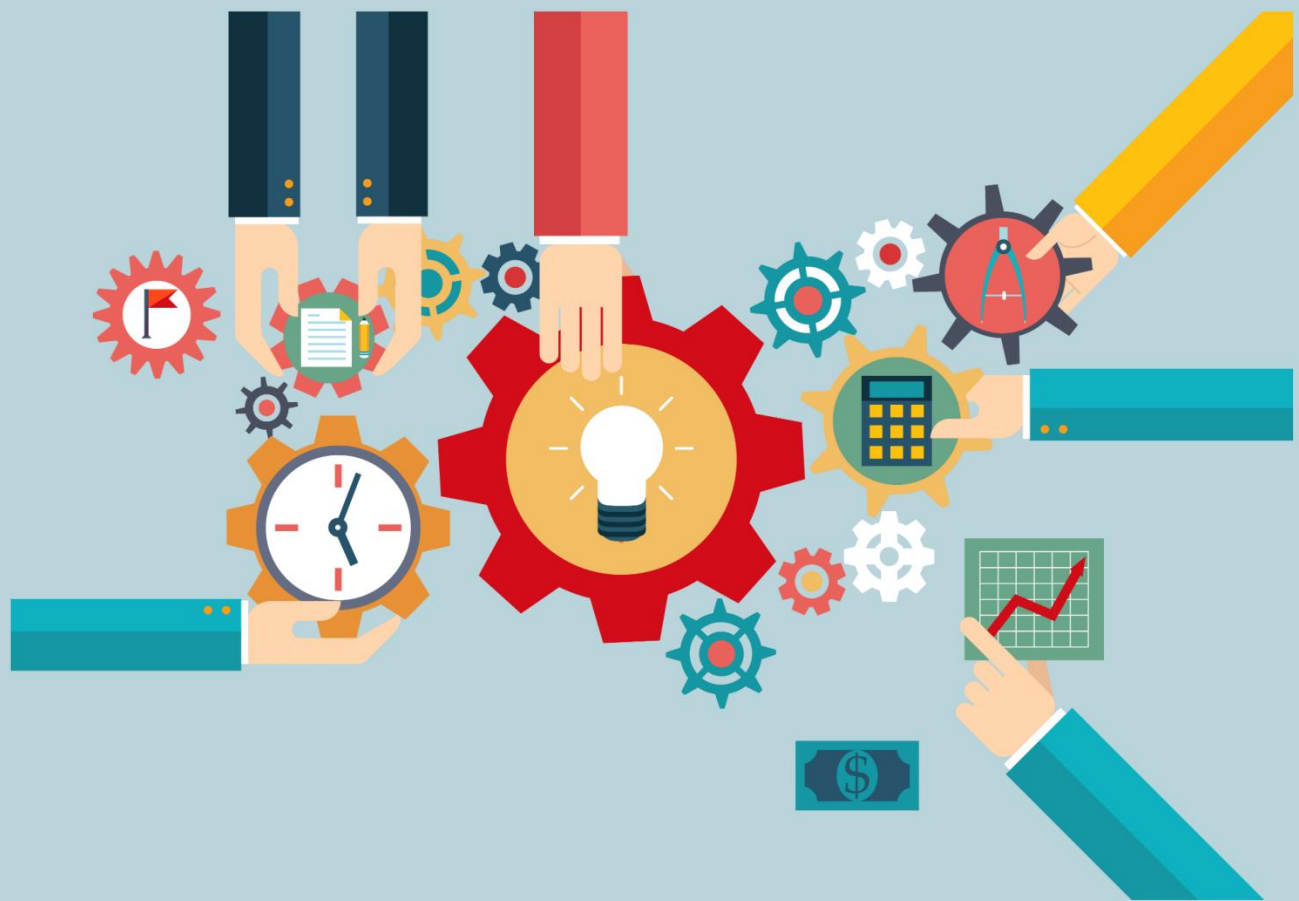


# Leverage Expertise

What does high ROI  
sales support feel like?



# Member Spotlight

"The highest value a salesperson can have is talking with a potential customer. Doing expenses and scheduling meetings is just wasted time"

- John Garner, Vice President Loan Origination

**COMPANY NAME:** LendingHome

**JOINED PRIALTO:** April 2014



## Prialto Amplification



7X ROI

For each client sourced by Prialto, LendingHome expects a 7X ROI



10 UNITS

LendingHome deploys 10 [Prialto Units](#) for complete Sales Ops support



500 HOURS

Prialto creates over 500 hours each month for LendingHome's team

# Keeping up with Sales Ops

LendingHome combines the very best technology, consumer experience, data analysis, and private investment platform to provide real estate loans that are fast, flexible and competitively priced.

For rapidly growing companies like LendingHome, Sales Ops is a critical function. Instead of toiling over the details around scaling systems and infrastructure or defining best practices, a solid sales ops foundation would allow John Garner, Vice President of Loan Origination and his sales team to focus on what they do best; building relationships and nurturing them to closed deals. LendingHome's sales leadership lacked the bandwidth to fully execute on sales ops, so they came to Prialto to support:

- CRM implementation, administration and reporting
- Sales support: Scheduling, Expenses, Travel
- Inbound Lead Management
- Outbound Prospecting

“The highest value a salesperson can have is talking with a potential customer. Doing expenses and scheduling meetings is just wasted time.” John Garner

## Balancing Support and Driving Business

John breaks down the support Prialto provides LendingHome into two distinct pieces:

1. The support which frees his team up to focus on selling
2. The work that helps drive the business forward

While both are needed for LendingHome's administrative tango, he finds the latter as an extra value add to his business.

“It's great that you can use Prialto to perform a support task so that the salesperson is freed up to do more actual sales activities. However, it doesn't mean that sales work actually gets done; they could just go play golf! When I use Prialto to do some of the actual sales work we need done to drive our business, we realize a direct gain, as supposed to an indirect gain. It gives my team more capacity and effectively gives me another salesperson.” John Garner

## The super duper Salesforce guru

Prialto implemented a custom instance of Salesforce for LendingHome which centralized the team's Account and Contact information, inbound leads, opportunities. While getting this platform off the ground achieved a key milestone, LendingHome finds the most value in the on-going support its team receives as the company evolves.

"Normally you need one of those super duper salesforce gurus. We are all kind of average users with no super guru guy driving it. You guys drive it for us. What's been very helpful is that because our business is evolving so quickly. We come back to you guys with changes every month and say how about this? Having Prialto around give us the depth of knowledge as we rollout new initiatives." John Garner

## Grafting best practices across the team

The most experienced, well-connected salespeople require support in order to be successful. Having a centralized admin support team gives management a front-row seat to the unique behaviors and processes of LendingHome's top performers. A Prialto Engagement Manager worked with LendingHome to analyze and document these best practices of those top reps. The Prialto PA's then, with minimal impact, insert those best practices into rest of the sales team's workflow. This makes it easier to drive the direction of their team by reducing resistance to change.

Not only does enforcing these best practices ensure consistent follow through for the existing sales team, having a team of PAs in place to onboard new sales reps, it reduces the amount of time it takes for the sales person to begin to generate revenue.

# Prialto can amplify your team

- ▶ **TIME:** Increase Sales Conversations
- ▶ **INTELLIGENCE:** Leverage data to target prospects and nurture relationships. Optimize reports for decision making
- ▶ **SPIRIT:** Make travel time more impactful. Provide freedom from late nights tabulating expenses. Support work life balance
- ▶ **SALES PROCESS:** Deliver fortune 500 execution at SMB prices. Leverage CRM expertise and best practices. Provide ongoing training and drive adoption
- ▶ **MANAGEMENT EXECUTION:** Deliver quality data for better decisions. Enforce consistent follow through. Measure effectiveness



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