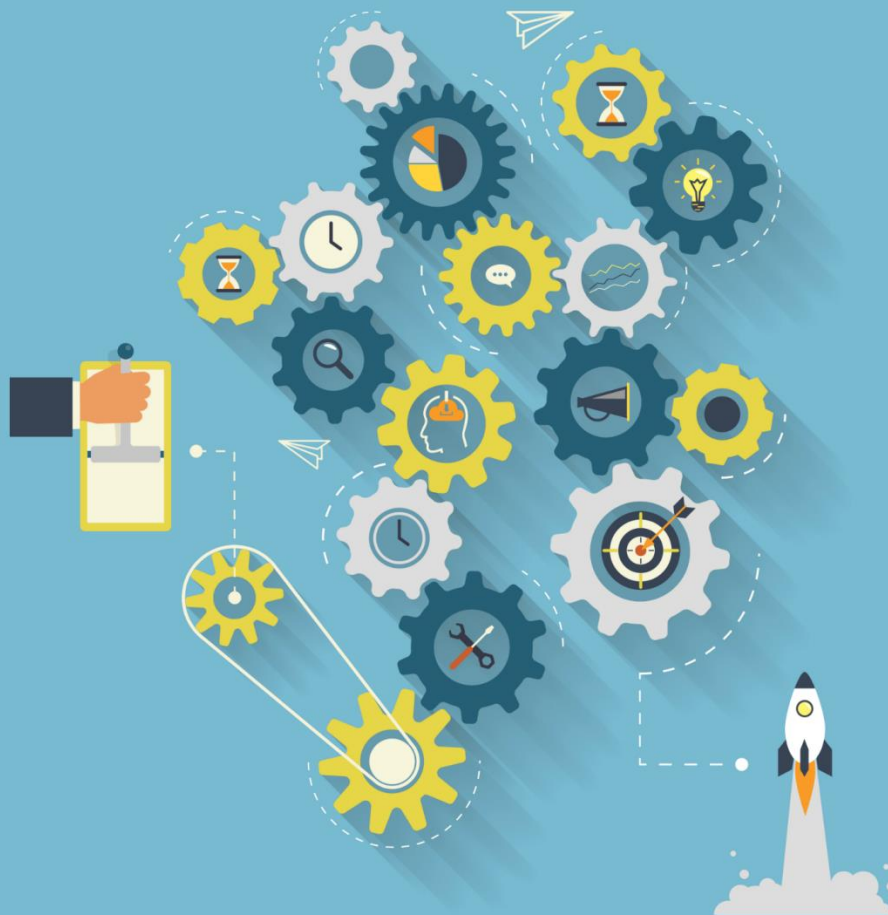


Drive Process Improvements

What can your team accomplish with optimized systems and managed sales support?



Member Spotlight

"Prialto has not only helped us to improve our sales team's productivity, but also to drive process improvements across the organization and give us greater visibility into our pipeline."

- Ron Mester, CEO

COMPANY NAME: ERE Media

JOINED PRIALTO: June 2013



Prialto Amplification



100%

100% CRM Adoption using Prialto's Best Practices



6 UNITS

ERE deploys 6 [Prialto Units](#) for complete Sales Ops support



300 HOURS

Prialto creates over 300 hours each month for ERE's team

Admin & Process Support for Remote Sales Teams

ERE Media is the go-to source for information and conferences for human resources and recruiting professionals. They have a number of publications and conferences built around four core brands and audiences. ERE boasts an entirely distributed workforce, with employees and contractors scattered across the country.

As with other ERE employees, ERE's Account Executives are remote, yet need to work as a team while working with prospects and clients across the country, making them ideal candidates for Prialto's service model. Within weeks of engaging Prialto, our productivity teams became the administrative layer that keeps ERE's Account Executive team running together more efficiently and effectively.

CRM Optimization

When ERE first signed on with Prialto, they lacked a CRM setup, with most salespeople tracking assignments in Google Docs. Prialto became a partner in selecting and setting up a CRM platform to meet the company's needs. Specifically, ERE's Prialto Engagement Manager:

- Set up a simple CRM field structure
- Built out the company's reports and dashboards
- Trained the entire ERE sales team on Prialto's CRM best practices

Within two months of engaging Prialto, the team had reached 100% CRM adoption.

Scheduling and Travel Management

While the Engagement Manager was reworking their CRM, Prialto PAs took over scheduling, expenses and travel logistics from two of the sales reps. We first optimized their processes, and then added the rest of the sales team to the mix. Soon, Prialto was taking care of the following processes on behalf of ERE's sales reps:

- Scheduling
- Prospect Research
- Contact Updating
- Contract Generation With Conga Composer
- Sales accounting

Post-Sale Fulfillment

ERE's Prialto PAs gained valuable context while working with its salespeople directly. It was a natural next step, therefore, for the PAs to take over some of ERE's post-sale fulfillment as well. Using ERE's existing CRM configurations, the company's PAs run periodic inventory and campaign performance reports. That helps salespeople avoid overselling ad space and ensures that they have the data they need to show their clients immediate ROI.

The Result

Despite having a team that is spread out, ERE's salespeople are now all working towards the same goal while providing transparency to management and their advertising operations division.

Team meetings are structured around CRM reports. Company best practices are constantly being shared by ERE's Prialto PAs. And ERE's remote staff now have more tech tools and human backup to get their work done efficiently and effectively.

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



Call us at (650) 517-7100

www.prialto.com