

Make Better Decisions

What is it like to have a 100% updated opportunity pipeline?



Member Spotlight

"In a given day there is so much I could be doing. Now I have the ability to see all the new business opportunities from my leadership team in an organized fashion."

- Zach Morrison, Vice President

COMPANY NAME: Elite SEM

JOINED PRIALTO: February 2014



Prialto Amplification



100%

EliteSEM's prospect pipeline is always 100% updated



2 UNITS

EliteSEM deploys 2 [Prialto Units](#) for Pipeline Management support



100 HOURS

Prialto creates over 100 hours each month for EliteSEM's sales team

Implementing Pipeline Management

Recognized by Ad Age as one of the top 25 Search Engine Marketing agencies in the country, Elite SEM is a performance driven digital marketing agency specializing in SEM, SEO, and Emerging Media. Elite SEM develops and executes on their clients' strategic plans to reach the right audience, generating sales and/or qualified leads at a cost-effective rate.

Engagement with Prialto

Elite SEM engaged Prialto to develop a sales pipeline management process with goals to:

- **Improve Sales Process:** Prialto would optimize Salesforce and migrate the sales team's data
- **Enforce Best Practices:** Prialto's Engagement Manager and Productivity Assistant would work with Elite SEM to understand its sales cycle, document best practices and ensure consistent follow through
- **Provide recurring support:** Prialto would manage the CRM and drive the processes developed with Elite SEM to keep the pipeline updated

Fast Effective Ramp Up

Within the first 30 days of engaging Prialto, there was a paradigm shift amongst Elite SEM management. ["We recognized how much more we could be doing. Prialto pointed out all the flaws in our process and we realized what we could have if we did this right."](#) Zach

Prialto's onboarding process quickly moved Elite SEM from its previous system of scattered Google docs to an optimized Salesforce platform, which Prialto consistently keeps up-to-date with the team's latest opportunities. Prialto now keeps the entire leadership team and the organization as a whole, on the same page.

Providing Accountability

Elite SEM's sales team now has accountability; their Prialto PA interfaces with each member of the leadership team individually to ensure all activity is up to date. The PA then sends an email with updates each day to the VP. This email uncovers any overdue items, highlights key questions that enable the PA to keep the pipeline current and surfaces tips for improving the process.

Ensuring Continuity

Their Prialto PA has become an extension of the Elite SEM sales team, providing key support, enabling greater visibility, accountability and continuity for managing their sales pipeline.

"In a given day there is so much I could be doing. Now I have the ability to see all the new business opportunities from my leadership team in an organized fashion. Our finance team now has good information to make better projections and our HR/Recruiting team now uses our Salesforce pipeline to keep our recruiting efforts up to date with the needs of our growing business." Zach Morrison

Ready to 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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