

# Realize Predictable Scale

What can your team accomplish with managed outbound sales support?



# Member Spotlight

"Our biggest challenges were scale, predictability and sustainability. People get too busy. They can't keep talking to new leads, finding new prospects, emailing them and staying on top of existing ones. None of that was possible before Salesforce and using Prialto for prospecting and outreach"

- Rvan Sullivan, CEO

**COMPANY NAME:** SpringDeck

**JOINED PRIALTO:** February 2014



## Prialto Amplification



100 %

SpringDeck fully utilizes Salesforce, with Prialto's best practices and support



2 UNITS

SpringDeck deploys 2 [Prialto Units](#) for Outbound Sales Support



100 HOURS

Prialto creates over 100 hours each month for SpringDeck's team

# Outbound Sales Support

SpringDeck is a sales tool that allows sales teams to put the ideal product in front of the right clients at the optimal time. With the SpringDeck app, products are available at the touch of a screen, sales teams are more prepared to pitch, and clients receive a customized product experience. SpringDeck came to Prialto with 2 Goals:

- **Prospecting + Outreach** – Prior to engaging Prialto, SpringDeck’s prospecting strategy was purely referral based. SpringDeck needed to quickly expand its efforts to include scalable outbound prospecting and pipeline management.
- **CRM Implementation** – Recognizing the importance of its client relationships and prospecting efforts, SpringDeck implemented Salesforce. However, as with most growing organizations, implementing the tool was overwhelming and initial adoption was low. SpringDeck needed a consolidated CRM in which all sales activity would be tracked and maintained

## Engaging with Prialto

SpringDeck engaged with Prialto to develop a scalable outbound program:

1. **Platform** - Prialto assigned SpringDeck an Engagement Manager who optimized their Salesforce platform to fit their business. Prialto’s CRM implementation focused on:
  - **Ease of use:** Simplifying object layouts and creating custom fields
  - **Sales process:** Optimizing prospect stages and opportunity pipeline stages
  - **Clean data:** Importing and consolidating from multiple sources
  - **Visibility:** Building reports and dashboards
  - **Training:** Training SpringDeck’s sales team on how to utilize the optimizations

Prialto implemented a Salesforce instance that would both support their short-term needs and scale with their long-term growth. “Salesforce would have been useless for us without Prialto setting it up. If it wasn’t for Prialto we wouldn’t use Salesforce.” Ryan Sullivan

2. **Prospect Generation** - Prialto helped SpringDeck generate a prospect research engine by defining an ideal prospect profile and by implementing Prialto's best practices for prospect research. Not only does SpringDeck consistently have new prospects to reach out to, but the team can also improve the profile on the fly as the outreach campaign matures.
3. **Outreach** - Prialto collaborated with SpringDeck to create custom email templates for outbound campaigns. SpringDeck's Prialto PAs manage:
  - **Email Outreach:** Initial outreach to newly researched prospects
  - **Tracking Activities:** Categorizing responses and keeping Salesforce updated
  - **Coordinating appointments:** Prialto schedules calls with interested clients and confirm the day before
  - **Custom campaigns:** Outreach to trade show attendees to spread awareness and schedule meetings for the SpringDeck sales team prior to the event

"It's very relieving, because if I have an issue or if I want to do something new, I don't have to figure out how to do it, I just need to tell my Prialto Engagement Manager what I want and they can do it. I appreciate that support." Ryan Sullivan

## SpringDeck - Amplified with Prialto

With Prialto's support, SpringDeck successfully:

- **Launched a scalable outbound sales program** – Prialto enhanced SpringDeck's sales efforts beyond network referrals to increase number of sales conversations
- **Improved visibility and decision making** - Prialto enables SpringDeck's management team to get a bird's eye view of all outbound sales activity. Complete data means Salesforce dashboards show exactly how many prospects the team is reaching, response rates and what deals are closing
- **Enhanced the sales process** - As SpringDeck grows, the management team will leverage Prialto to further optimize Salesforce and test new tools
- **Amplified its sales team** – Prialto ensures the sales team focuses on selling, while PA's both fill their upper pipeline with prospects and ensure they do not let deals fall through the cracks

# 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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