MAVEN

Manufacturer Recruits Maven Team to Implement CRM System

How Maven Helped
- Sales and Sales Management
- Project Management
- Process Improvement
- Contract Negotiations

Key Results
- Selected and implemented the Salesforce CRM system
- Collected and migrated data that mostly existed in print format of business cards and sticky notes
- Created database of 7000+ customer profiles, purchasing patterns & history
- Provided user training to all employees

About Maven

Maven is a management services firm and value-added reseller specializing in telecomm-unications solutions. We offer an extensive catalogue of manufacturers and products, as well as boardroom and client-direct services for your business development, sales and product management needs.

Business Situation

The Vice President of Sales of a medium-sized manufacturing company was confronted with a challenging target year. To achieve growth goals, the $70M company would need to move away from their current contact management method, primarily consisting of business cards and post-it notes, and implement a new sales process and launch a CRM system.

Solution

There are many CRM systems to choose from but not all offer the flexibility and support needed for successful adoption. Maven completed an analysis to find the appropriate solution for the company's current and future needs.

Outcome

After selecting Salesforce as the CRM platform, Maven then spearheaded the creation of a database which ultimately contained 7000+ customer profiles, purchasing patterns & history, and executed marketing initiatives to capitalize on their existing customers. Moving forward, the client company has an excellent platform to launch marketing efforts, identify typical customer demographics for new business opportunities, and has a dynamic tool to substantially grow their sales for years to come.