



## Customer Success Story

# A Leading Manufacturing Client **Increases Sales** by improving opportunity conversion rates through **relevant** and **meaningful** **conversations with customers**

### About the Client

Client is a leading manufacturer of adhesives and sealants, construction chemicals, polymer emulsions, etc. Its product range also includes paint chemicals, automotive chemicals, maintenance chemicals, industrial adhesives, and preparations.

### Solution

Sales Cloud implementation enabled client to organize their Prospect Database, Automate their Sales Process, and Track Activities around key accounts and opportunities. Triggers were used to ensure compliance of all follow-up activities. Sales Opportunity and Other related reports gave the business, visibility of Sales Pipeline

### Benefits

- ✓ 14% increase in Sales
- ✓ 22% improvement in Sales Productivity
- ✓ Better visibility of leads and opportunities
- ✓ Better conversations with prospects

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