

Situation



IGS was struggling to manage incoming Leads and efficiently schedule appointments for their field sales team.

During appointments, Salespeople were unable to quote customers in real time and appointments took longer than an hour.

Management did not have sufficient visibility into different aspects of the business

Solution



Invested in CFlow Sales for 30 Sales Reps and Lead Setters, to improve Lead Management and increase Sales team efficiency.

Integrated PandaDocs with CFLOW to enable their Salesperson to create real time quotes, present this to the customers during the appointment and complete the contract with e-signatures

Outcomes



Actual close rates of 65%; improved tracking

36% increase in average ticket size

Automated weekly commissions calculation for Lead Setters