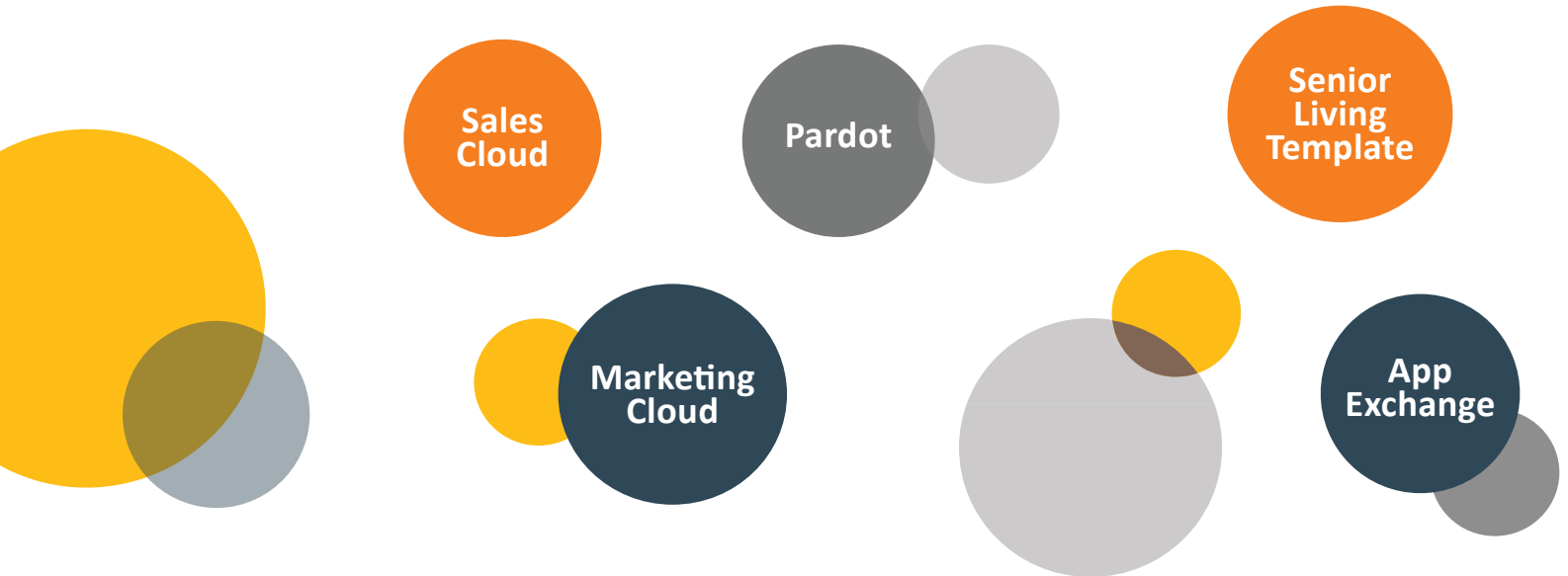
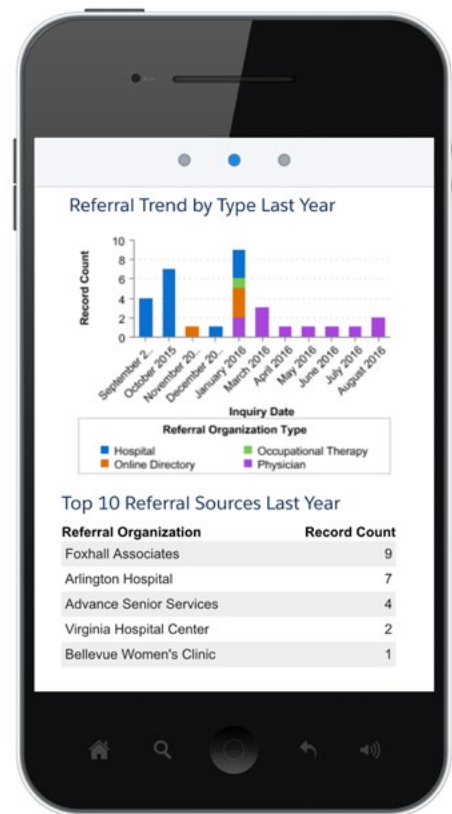




Salesforce for Senior Living



Salesforce Sales Cloud, complimented by Salesforce digital marketing solutions, allows senior living operators to develop a more nimble and productive sales and marketing organization. With the help of Lansdale Group’s Salesforce consulting expertise, Senior Living CRM experience, and our Quick Start Salesforce Implementation Template for Senior Living, Lansdale Group’s Senior Living customers get up and running quickly on Salesforce with maximum return on investment. Tailored to meet the specific needs of the senior living industry, **Lansdale Group’s Quick Start Salesforce Implementation Template for Senior Living** leverages the power of the popular Salesforce Sales Cloud while delivering industry standard senior living CRM features and reporting metrics. Salesforce Sales Cloud operates on a single, integrated multi-community database with essentially unlimited options for tailoring access to data based on user roles. The result is an easy to use productivity enhancing tool at the community level and a powerful cross-community management tool for users at every level of the organization.



SALESFORCE SALES CLOUD

Salesforce Sales Cloud provides Lansdale Group helps our Senior Living customers get the most out of Sales Cloud, Salesforce's flagship CRM solution. With Sales Cloud, our customers get a broad set of features representing the world's most popular CRM solution. Sales Cloud features useful to any Senior Living organization include:

- Integration with Multiple Digital Marketing Platforms
- Mobile Client
- Outlook Integration
- Customizable Dashboards and Reports
- Activity Management
- Lead and Opportunity Management
- Marketing Campaign Management
- Customizable Workflow
- Force.com Customization Tools
- Robust Cloud Based APIs

With Lansdale Group's help in implementing Salesforce, our customers are able to tailor Salesforce to meet their unique market opportunities and challenges.

PARDOT/MARKETING CLOUD

Lansdale Group customers are able to synchronize Sales and Marketing efforts through tight integration between Salesforce's digital marketing platforms and Sales Cloud. With deep experience in both worlds, Lansdale Group consultants help our customers optimize marketing via Pardot or Marketing Cloud while also ensuring that lead nurturing efforts are informed by major Sales activity and milestones and that Sales has clear visibility into marketing activities.

LANSDALE GROUP QUICK START SALESFORCE IMPLEMENTATION TEMPLATE FOR SENIOR LIVING

Salesforce Sales Cloud delivers the majority of what Senior Living organizations need to take their sales and marketing efforts to the next level. Lansdale Group's Quick Start Salesforce Implementation Template for Senior Living brings in Senior Living industry standard sales processes, reporting metrics, and CRM features such as Occupancy Management and Referral Management. The result is the best-of-both-worlds: the most popular CRM system in the world backed by revenues from multiple industries tailored specifically to the needs of Senior Living.

Lansdale Group's Quick Start Salesforce Implementation Template for Senior Living includes not only pre-built customizations, but also user training templates, data migration templates, and other project deliverables designed to minimize the time between contract signing and go live. While converting to a new CRM system can be a major undertaking, Lansdale Group's experience with Salesforce Sales Cloud in the Senior Living industry significantly simplifies the process.

- Occupancy Management
- Referral Management
- Lead Sharing
- Lead Nurturing
- Centralized Call Centers
- Shared Resources Across Communities
- Standard Senior Living Industry Reporting Metrics
- Real-Time Roll Up Reporting Across Communities
- Integration with Popular Lead Referral Services
- Automated Lead Scoring

SALESFORCE APP EXCHANGE

Lansdale Group's has experience with a large number of Salesforce App Exchange Partner solutions. This experience allows us to construct comprehensive solutions based on the Salesforce platform that leverage the investment of the large Salesforce ecosystem. While most App Exchange applications provide robust bi-directional integration, Lansdale Group has extended these solutions to enable tighter integration and thus, more seamless business process support. Lansdale Group customers have implemented App Exchange Partner enabled solutions for:

- Digital Marketing
- Electronic Signature
- Call Tracking
- CTI
- Geocoding and Mapping
- Duplicate Management
- Real-Time Data Append Services
- Address Verification\Correction
- Mass Email
- Delivery Tracking
- Document Merge and Delivery
- Integration