



A Salesforce Solution As Unique As Your Business



**CUSTOM
BUILDS**



In the hands of expert developers, Salesforce can be used as a basis for the development of software to suit just about any purpose. Unlike databases and programming languages, it comes out of the box with enormous capability built right in, making development quicker and less costly than the alternatives. Using Salesforce's robust cloud technology, we can configure solutions to fit the needs of businesses in any sector.

Our Custom Build Salesforce packages improve efficiency and performance of your business. The result will be technology that fits your business like a glove.

Custom Configurations: Working with your team, we identify critical data and capabilities necessary to accelerate your business. We leverage standard Salesforce objects and components and create custom Salesforce objects, fields and components to create information technology customized to fit your needs.

Custom Automation: We automate your workflow on the platform to reduce redundancies and optimize operational efficiency.

Custom Reports & Dashboards: We transform your business activity and operations into business intelligence, providing team members and key decision-makers with analytics and insights necessary to make informed business decisions today and into the future.

Custom Integration: When necessary, we can adapt essential third-party software into Custom Build packages.

Data Migration: We migrate data from external sources, organize it, then import it into Salesforce to streamline the go-live process.

Primary Benefits of Our Custom Builds

- Integrates siloed departmental data
- Eliminates inefficiencies and redundancies
- Real-time data, analytics and reporting
- Seamless, cross-team collaboration
- Increase in team and departmental productivity
- Engage constituents, track trends and projections
- Built on the powerful Salesforce platform

About 3Circle Solutions

Setting your business apart from the others is what will allow you to flourish in our current climate of accelerating change. 3Circle Solutions is ready to work with you and your team to implement a custom-built Salesforce solution that will improve performance and help you with decision making, as well as help you capitalize on business opportunities and dodge threats in our world of commerce.

Why Salesforce?

Salesforce was an early adopter of Cloud and SaaS (Software as a Service), which means it is easily accessible on any device anywhere, and you'll never have to worry about disruptions from system upgrades—our approach to software development protects you. There's no need for servers, networks, data centers and IT techs. Salesforce data centers around the world are expertly managed and provide high availability, privacy, data integrity and data replication. (See trust.salesforce.com for more information.)

3Circle Solutions Customizes Salesforce to Manage and Grow JohnPac's Sales Pipeline



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As a USA manufacturer and sizable industrial packaging distribution company servicing customers all over the world, JohnPac needed to improve its ability to understand the sales pipeline for the company as a whole, by team and by individual salesperson.

In 2016, to aid in their market expansion efforts, organize sales and provide greater insight into revenue growth progress, JohnPac purchased Salesforce. **"We chose the number one CRM program (Salesforce), but we were struggling as we are a small company. We have some really smart people, but everyone has a job to do with no time to jump in and be the Salesforce champion. That's why we hired Anne and her team at 3Circle Solutions,"** says JohnPac CEO Mary Ellen Henry.

In the initial phase of their Salesforce implementation, 3Circle Solutions worked with JohnPac to configure standard sales opportunity functionality within Salesforce to be more relevant and align with the company's own sales processes to get everyone on the same page. "Because JohnPac's sales team is not organized by territory, it also lets everyone see who's working on which accounts, what's available to go after and keeps sales reps from stepping all over each other," she says.

The Salesforce platform provided JohnPac executives and salespeople real-time pipeline visibility and transparency, and enables a more accurate prediction of future revenue streams. The progress has been remarkable. **"Sales increased 200% since implementation for certain reps, we are doing more upselling to existing customers and gaining insight into lost opportunities and areas that need attention. The sales team is also more motivated with dashboard views of metrics and opportunity status,"** says Henry.



"3Circle's customization of Salesforce has drastically streamlined the workflow of our quoting process, and has really shortened our sales cycle. Our efficiency has improved 100%."

Mary Ellen Henry,
JohnPac CEO

Key Results:

- **Streamlined and automated complex quoting workflow**
- **Increased sales for certain reps by 200%**
- **Improved sales and quoting efficiency by 100%**
- **Reduced quoting errors and lost business due to long quote times**

In 2018, JohnPac required added functionality in Salesforce to automate and streamline their Request-for-Quote process. They were looking to eliminate errors, reduce time to quote and reduce lost business opportunities associated with their manual processes. 3Circle Solutions streamlined the workflow of JohnPac's quoting process which drastically shortened sales cycles and improved efficiency by 100%.

JohnPac's future plans include configuring mobile functionality and increasing marketing activity within Salesforce. "We are very happy with the solution and the work 3CS has done for us to maximize our investment in Salesforce," says Henry.

For more information about our Salesforce Custom Build Packages call (337) 205-0759 or visit 3Circle.Solutions