

twist⁺ellar ✦ solution

Boost Sales Efficiency with
an All-round **Salesforce**-based
Solution for B2B Companies

The Case

1. The company has a client base of about 2 000 companies (B2B only)
2. The current lead acquisition channels are:
 - Direct customers: they are now entered manually into the CRM
 - Indirect customers (through affiliates, references from partners): they are now entered manually into the CRM
 - Web-2-Lead (active)
 - Google Ads
 - LinkedIn, Facebook campaigns
3. The company uses the following stack of tools to track and boost sales results:



Challenge

- Unsatisfactory prioritization and leads classification
- Low conversion of leads
- Low % of closed deals, inconsistent customer relationship
- Lost renewal, upsell and cross-sell opportunities

What does the company expect from the upgrade?

- + Improved guidance from the system
- + Sales workflow prioritization based on the expected customer demand
- + Revealed sales opportunities within customer interaction with company's offers

How to solve unsatisfactory prioritization and leads classification

Tool & Price

leadfeeder

from €63 a month

PAPERTURN

\$29 a month

Impact

Leadfeeder allows tracking the channels of **lead generation** →

Well-structured data helps to prioritize leads and save time by **targeting the right audience** →

Possibility to **analyze current workload** →

Better prioritization of tasks with a focus on the most prospective leads

How to solve low conversion of leads, inconsistent customer relationship

Tool & Price



Integration with
Salesforce – free

Licensing starts
from \$15 a month

system of alerting
on Salesforce

Impact

The analytics on Mailchimp equips sales reps
with tools to **make data-driven decisions** →

Smoother customer interactions as a result
of teaming up sales and marketing tools →

With an **alerting system**, each step of the sales process is guided →

With timely notifications, your sales team create
an engaging **personalized approach to customers** →

Building meaningful long-term customer relations pays off with
repeatable sales and an **increased number of deal closures**

How to solve lost renewal, upsell and cross-sell opportunities, low % of closed deals

Tool & Price



\$49 a month

Impact

Automate pricing calculations for complicated cases →

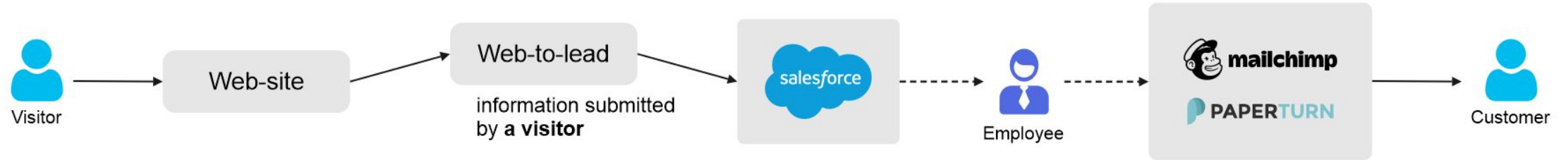
Save time for customer interaction, **close deals faster** →

Interactive quotes (customers can edit them online & cut down price negotiations) →

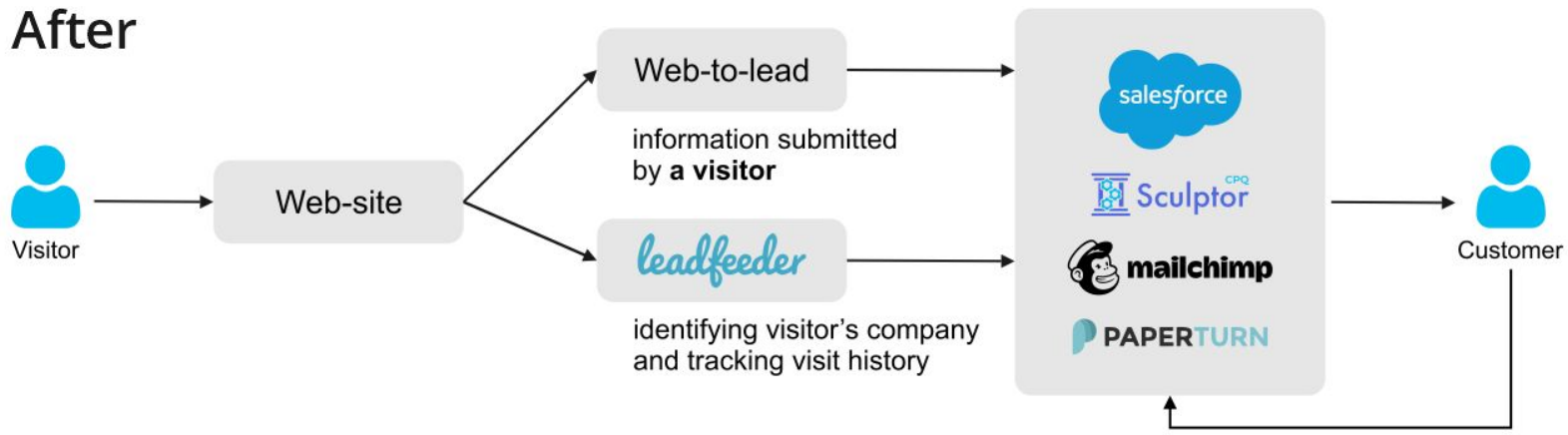
Customized timely outreach, **more selling opportunities**

Result, Costs and ETA

Before



After



Costs and ETA

Setup costs sum up to **\$4,000** and would take about **two weeks** total ETA



Thank you!
Let's discuss your ideas!

 hello@twistellar.com

 [Twistellar Inc.](#)

 twistellar.com