



Gordon Brothers Unifies Division Sales

Global FSC implementation builds sales operations efficiencies and accelerates growth



CUSTOMER OVERVIEW

Gordon Brothers is a global advisory, restructuring and investment firm founded in 1903. The firm is headquartered in Boston, Massachusetts with over 30 offices across five continents. Gordon Brothers customers include lenders, operating executives, advisors and investors, where they provide expertise, operation experience and/or capital with services in valuations, dispositions, operations and investments. The company has seven operating divisions; Valuations Group, Australia, Brands, Commercial & Industrial (C&I), Europe/International, Real Estate, and Retail.

CUSTOMER COMPANY PROFILE

LOCATION:	<i>Boston, MA, USA</i>
EMPLOYEES:	<i>325</i>
INDUSTRY:	<i>Financial Services (Security & Brokerage)</i>
Solution(s):	<i>Financial Services Cloud, Marketing Cloud, Outlook Sync</i>
GO LIVE DATE:	<i>February 2022</i>

Challenge	Solution	Results
<ul style="list-style-type: none"> Gordon Brothers' lack of operational efficiencies on the front-end of their business was having adverse financial and growth impacts due to: <ul style="list-style-type: none"> Lack of a centralized customer repository across divisions; Different siloed and simplistic CRM solutions used by the divisions, with no ability for users to understand or share common contacts; Inconsistent sales processes across Divisions; Limited ability to nurture the referral base to identify new customers; Limited reporting for sales management and executive leadership. Users were concerned with potentially losing contact ownership with a common global CRM. Gordon Brothers had a previously failed enterprise implementation of Salesforce, and a separate instance used by the domestic Retail Division. The firm needed a single global system and an implementation partner able to understand their business and processes. 	<ul style="list-style-type: none"> Saasinct audited and analyzed the existing solution and then designed a global org using Financial Services Cloud (FSC), Marketing Cloud, contact synchronization with Outlook, and integrations with multiple systems. Common sales processes were developed across divisions and built-out on FSC. A custom solution was designed to sync Salesforce with Outlook in a way that allowed each user to maintain their own contact lists, removing the need for a "contact owner". Marketing Cloud Connect was used to integrate with FSC and built out using personalized customer journeys and email campaign training and support, as well as custom lead capture from the web site. Integrations with multiple systems were implemented including: Intapp (conflict checks & compliance) and a custom Oracle ERP appraisals application. An emphasis on user adoption was embraced from the start, including identifying Champions, rolling out an extensive training program, and deploying <i>My Trailhead</i>. Saasinct helped Gordon Brothers recruit, interview, and hire a full-time Salesforce Administrator to support the platform. 	<ul style="list-style-type: none"> Australia, Europe and Retail are live with remaining divisions going live in Q3 2021. Live divisions are using the system for sales and are completely managing their sales meetings using Salesforce. User adoption in live divisions has been strong – Gordon Brothers divisions that rolled out are sharing their platform successes with other users, posting positive feedback, and encouraging others to use the platform as soon as it's available.

Additional Detailed Information and Quantitative Results

Optional Commentary and Notes about Details of Deal or Implementation

Notes

- The Outlook sync implemented was unique and critical to the success of user adoption at Gordon Brothers. A custom solution was designed and implemented to allow each user to create their own contact list (using Campaigns) which syncs to their Outlook and removes the need for a Contact owner. Lightning Sync was leveraged for this integration and Saasinct is working with the Salesforce product development team to ensure this capability is on the *Einstein Activity Capture* roadmap.
- User adoption was the biggest risk identified early in the project. This was addressed programmatically with the following:
 - GB selected champions from each division and provided them with access to UAT during development. These stakeholders' feedback was formally collected, prioritized, and implemented as appropriate, making the divisions "feel heard".
 - Training was extensive: 2 one-hour sessions per week; one formal training session and another office hours session with the emphasis on open discussion. The typical program for each division has been 4+ weeks of these twice weekly sessions.
 - To support user adoption and engagement, GB has been sending regular internal communications to their divisions, building momentum and positive chatter. They created a page on their intranet with testimonials from users as they rolled out. Weekly Salesforce tips and tricks are posted on the portal, including screenshots of the activity dashboard so that people can see who's logging in, how many contacts are being created, etc. They're also continuing one-on-one training for users that aren't engaging as desired.
 - GB had considered other user training, support, and continuing education tools, but ultimately decided that My Trailhead was the best fit for their needs. One of the big things they wanted was in-app walk-throughs to help users navigate and understand the solution. Eventually they will use My Trailhead for continuing education and posting their own content for training and skills development.

Quantitative Results if Available

- Quantitative information will be documented as becomes available.

Additional Details

Competitors of Salesforce engaged in sales cycle:	Hubspot
Previous technology replaced by Salesforce:	Hubspot, Excel, Insightly
Salesforce products deployed:	Financial Services Cloud, Marketing Cloud, Lightning Sync for Outlook integration
Customer Business Model (B2B, B2C, or Both)	B2B
Salesforce Product features:	Lightning Sync, Financial Services Cloud, ARC, Marketing Cloud Connect
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	N/A
Integrations:	Outlook, Intapp (used for conflict checks and compliance), Gordon Brothers' proprietary <i>Appraisals Application (AA)</i> , an Oracle-based ERP tool that includes CRM, deal management, pipeline, and compensation calculation components.
AppExchange Apps/Partners	Workato

Screenshots of app or implementation (if applicable)

The screenshot displays the Salesforce CRM interface for Gordon Brothers. The top navigation bar includes the company logo, a search bar, and a menu with options like Home, Tasks, Campaigns, Leads, Accounts, Contacts, Deals, Reports, Dashboards, Cases, Assets, Projects, and Training. The user is logged in as 'Gordon Brothers'.

The main content area is divided into several sections:

- My Deals:** Contains two tables.
 - My Open Deals:** Shows 1 item. The table has columns: Deal Name, Account Name, Stage, Expected Win/..., Estimated Revenue, Deal Rec..., Division, and Owner Full Na... The data row shows a deal in the 'Watchlist' stage with an expected win of 8/4/2021 and an estimated revenue of AUD 420,000.00.
 - My Deal Team's Open Deals:** Shows 2 items. The table has columns: Deal Name, Account Name, Stage, Expected ..., Estimated Reven..., Deal R..., Divis..., and Owner Fu... The data rows show deals in 'Active' and 'Watchlist' stages.
- My Open Pipeline:** A funnel chart showing a total value of 302k (100%) for the 'Watchlist' stage.
- My Won Deals This FY:** A message stating 'We can't draw this chart because there is no data.'
- Need Help?:** A section with a 'Need Help?' heading and a link to submit a case to the Salesforce Support team.
- Today's Tasks:** A section with a heading and a message: 'Nothing due today. Be a go-getter, and check back soon.'
- Key Deals - Recent Opportunities:** A section with a heading and a 'View All Key Deals' link.
- Recent Records:** A list of recent records including 'Dynamic Closed Won Deals This FY Team', 'Dynamic Pipeline Shape Team', 'My Referrals - This Year', 'Dynamic Closed Won Deals This FY', and 'Dynamic Pipeline Shape'.

Screenshots of app or implementation (if applicable)

Gordon Brothers | Search... | Refresh | Edit | Subscribe

Dashboard: GBAUS Sales Management Dashboard
As of Aug 16, 2021, 11:19 AM Viewing as [User]

Expected Win Loss (Close Date) Past Due

of Deals w/Past Due Dates by Owner

Deal Owner	Record Count
[Owner]	14
[Owner]	7
[Owner]	4
[Owner]	3
[Owner]	2
[Owner]	2
[Owner]	2
[Owner]	2
[Owner]	1

[View Report \(Expected Win Loss Past Due\)](#)

All Open Pipeline by Stage

Sum of Estimated Revenue (AUD): 120M

Stage	Revenue (AUD)
Lead	23M
Watchlist	90M
Prospect	
Proposal	

[View Report \(Open Pipeline by Stage\)](#)

Closed Won by Owner This FY

Sum of Estimated Revenue (AUD)

Deal Owner	Revenue (AUD)
[Owner]	280,000
[Owner]	268,000
[Owner]	137,000
[Owner]	125,001
[Owner]	100,000
[Owner]	75,000
[Owner]	27,000
[Owner]	2,000

[View Report \(Closed Won by Owner This FY\)](#)

Open Pipeline

Prospect & Proposal Stage

Deal Name ↑	Close Month ↑	Sum of Estimated Revenue
[Deal Name]	7/1/2021	AUD 12,000.00
[Deal Name]	9/1/2021	AUD 10,000,000.00
[Deal Name]	8/1/2021	AUD 3,000,000.00
[Deal Name]	10/1/2021	AUD 1.00
[Deal Name]	8/1/2021	AUD 20,000.00
[Deal Name]	7/1/2021	AUD 1.00
[Deal Name]	8/1/2021	AUD 3,000,000.00
[Deal Name]	7/1/2021	AUD 1.00
[Deal Name]	7/1/2021	AUD 1.00
[Deal Name]	7/1/2021	AUD 20,000,000.00
[Deal Name]	8/1/2021	AUD 11,000,000.00
[Deal Name]	7/1/2021	AUD 25,000.00
[Deal Name]	7/1/2021	AUD 40,000,000.00

Open Pipeline by Owner & Close Month

Prospect & Proposal Stage

Sum of Estimated Revenue (AUD)

Expected Win/Loss

- July 2021
- August 2021
- September 2021
- June 2021
- October 2021

[View Report \(Open Pipeline by Owner & Close Month\)](#)

Total Closed Won This FY

AUD 1M

[View Report \(Closed Won by Owner This FY\)](#)

Open Pipeline by Deal Type

Sum of Estimated Revenue (AUD)

Deal Type	Revenue (AUD)
Appraisal	107,001
C&I	92,250,001
Retail	20,000,003

Recent Items



Screenshots of app or implementation (if applicable)

The screenshot shows the Salesforce Reports interface for Gordon Brothers. A tooltip titled "Learn How to Subscribe to a Report" is overlaid on the screen, providing instructions on how to subscribe to reports. The background shows a list of reports with columns for Report Name, Description, Folder, Created On, and Subscribed.

REPORTS	Report Name	Description	Folder	Created On	Subscribed
Recent	Dynamic Closed Won Deals This FY Team		GB Home Page Reports	6/9/2021, 4:02 PM	
Created by Me	Dynamic Pipeline Shape Team	My Team's Sales pipeline displayed in traditional funnel chart	GB Home Page Reports	6/9/2021, 4:00 PM	
Private Reports	Dynamic Closed Won Deals This FY		GB Home Page Reports	1/11/2021, 7:14 AM	
Public Reports	My Referrals - This Year	Used for report chart on Home Page for My Referrals.	GB Home Page Reports	2/18/2021, 12:50 PM	
All Reports	Dynamic Pipeline Shape	Sales pipeline displayed in traditional funnel chart	GB Home Page Reports	1/11/2021, 6:09 AM	
FOLDERS	Deal Contact Roles	Used for the report chart on a Deal	GB Home Page Reports	1/6/2021, 9:52 PM	
All Folders	Active Licenses		Private Reports	7/28/2021, 11:02 AM	
Created by Me	Deactivated Licenses		Private Reports	7/28/2021, 4:50 PM	
Shared with Me	Live Divisions Usage		Private Reports	7/28/2021, 1:51 PM	
FAVORITES	AUS Pipeline Report (All Deal Types)		Pipeline Reports	6/2/2021, 11:13 AM	
All Favorites	AUS Pipeline Report (Original Format)		Pipeline Reports	6/2/2021, 4:39 PM	
	GBE Watchlist Deals	Owner Division = GBE, Stage = Watchlist	Pipeline Reports	6/25/2021, 10:18 AM	
	GBI Pipeline w/Most Rcnt Deal Update	Division = GBE/GBI and Record Type does NOT equal Appraisal or C&I	Pipeline Reports	6/14/2021, 7:23 PM	
	AUS Mktg Activity (aka Origination) -7	LAST 7 DAYS AND TODAY Report showing activities where the Type = Marketing. Shows the deal, account or contact that the activity is related to.	Marketing Activity / Watchlist Reports	6/16/2021, 6:39 PM	
	GBA Users Region Report		Private Reports	3/31/2021, 2:14 PM	
	GBE Appraisal w/Most Rcnt Deal Update	Owner Division = GBE, Deal Record Type = Appraisal	Pipeline Reports	6/15/2021, 1:46 PM	
	GBEC&I Pipeline w/Most Rcnt Deal Update	Owner Division = GBE, Deal Record Type = C&I	Pipeline Reports	6/15/2021, 12:50 PM	
	EUROPE Contact List Load		GB Europe	6/3/2021, 7:58 AM	

Screenshots of app or implementation (if applicable)

Account [User Icon]

Business Phone
(444) 444-4444

Primary Address
[Redacted]
Pennsauken, New Jersey 08110
United States

Website
[Redacted]

Rating
●

Ap-praisal OPEN/WON

Brands

C&I OPEN DEAL

Real Estate OPEN DEAL

Retail

Details **ARC** Contacts Deals News Other

[Redacted]

Relationship Groups

+ Add Group

Related Accounts (1)

[Redacted]

Financial Vendor

+ Add Account

Related Contacts (1)

[Redacted]

Board Member

+ Add Contact

"We no longer need to provide various iterations of the Capital pipeline. With Salesforce, all deal info and contact details are in one platform." – Director, Gordon Brothers Capital

"Easy alignment of newly identified opportunities is possible. We had such a case with a C&I opportunity. Salesforce allowed us to identify this early in the process. We added all colleagues to one deal team and are working jointly on this opportunity now." – Managing Director

"During lock down, the support team was able to prepare deal papers using the deal information already contained in Salesforce, saving a lot of phone calls and follow up information. It's also made the weekly sales calls a lot more streamlined as everyone is more prepared and has all the information they need in the one place... Salesforce has greatly improved the consistency and accuracy of our pipeline reports, as well as adding more rigor to our weekly sales meeting through new business planning and activity reporting." – Director, Execution, Commercial & Industrial

"Having all deals in one place makes my team management more efficient and I have instant overview." – Managing Director, Commercial & Industrial

"Salesforce for mobile helps with pipeline reporting if you're on the move and allows data to be updated wherever you are." – Head of Australia