

CASE STUDY #2

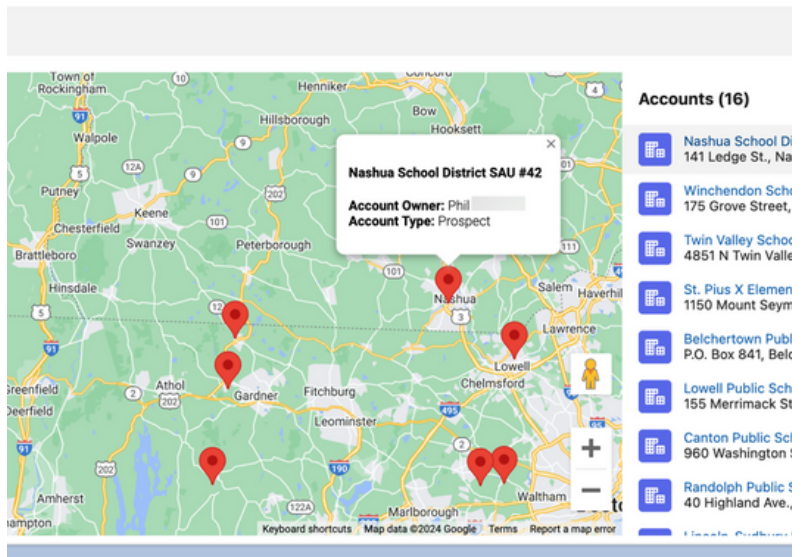
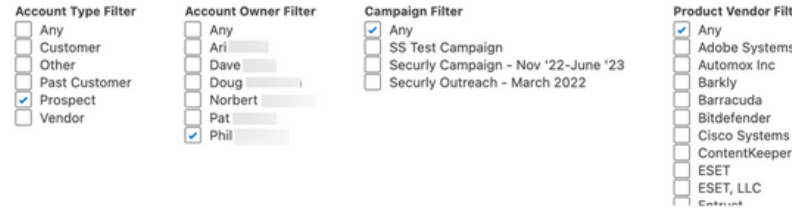
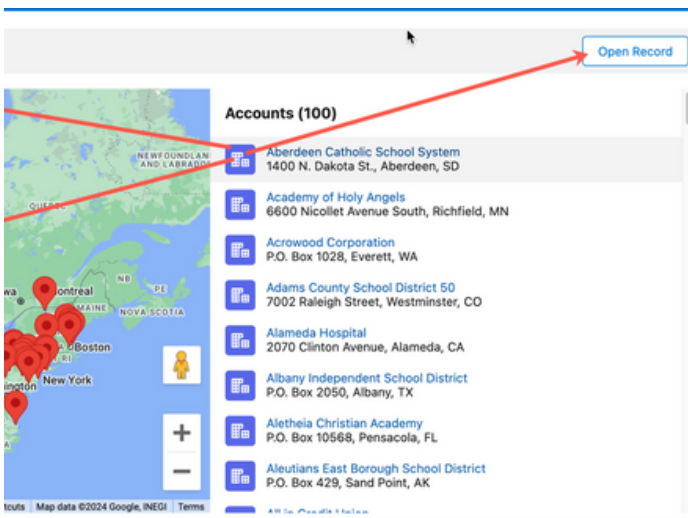
Discover

How LeadsSource helped our client - a sales company - implement a territory management solution within their Salesforce Org, eliminating internal competition and empowering sales reps to close more deals locally.

Background

The client has multiple Sales Reps with Accounts in different regions. They want to be able to view their Accounts on a map to see their proximity to each other and understand their territory coverage. When going to trade shows, traveling sales reps want to know which customers are nearby so that they can engage locally and not have to spend hours in their CRM.

The client asked if we could bring Account information to an easy-to-use map interface within Salesforce that quickly shows sales reps the information they want to see.



Solution:

LeadsSource built a custom app to host a Google Map API and added filtering options that allow sales reps to narrow in on criteria (i.e. City/State, Type, Campaign, Vendors). Clickable map markers bring sales reps right to an Account. A familiar Google Map interface with typical pan and zoom capabilities made it easy for reps to interact with. LeadsSource's custom interface enabled sales reps to have more information at their fingertips at record speeds.

