

# Parks Auto Group

From spreadsheet sales to a healthy Sales Cloud motion.

Industry: Automotive

Region: Southeast US

Users: 21-100

## Headline results

CSAT SCORE

5.0

10/10 on every question

PIPELINE COVERAGE

X.Xx

Pre vs post engagement

FORECAST ACCURACY

+XXpt

Closed-won variance

TIME TO FIRST SQL

-XX%

Lead-to-opportunity

## The challenge

Parks Auto Group's sales team ran on spreadsheets and email — reps had no shared view of pipeline, leadership couldn't trust the forecast, and onboarding new salespeople took weeks. Leadership wanted a Sales Cloud foundation that would actually get used.

## What we did

- Phase 1: foundational Sales Cloud build — data model, leads, opportunities, pipeline.
- Phase 2: forecast, dashboards, mobile rollout, and rep enablement.
- Salesforce Admin (Gene Hickman) and Exec Sponsor (Mark Milbury) on both phases.
- Adoption instrumentation and weekly coaching for 8 weeks post go-live.

### CUSTOMER QUOTE — AUTHORIZED FOR PUBLICATION ON APPEXCHANGE

*“They delivered what they said they were going to do.”*

Gene Hickman, Salesforce Admin, Parks Auto Group · Survey completed 6/8/2026

# How the engagement ran

Two phases, one combined go-live. CSAT survey triggered on close.

## Phase 1 — Foundation

Discovery with Gene and Mark. Data model, leads, opportunities, basic pipeline reporting. Cleaned legacy contact data on migration. Sandbox build, UAT with 5 reps, prod cutover.

## Phase 2 — Forecast & Adoption

Forecast categories tuned to Parks Auto's actual sell cycle. Mobile rollout for floor reps. Custom rep enablement — 1:1 coaching for managers, peer training for reps. Adoption dashboard for leadership weekly review.

## What changed

- **Pipeline visibility**

[ Specific outcome — e.g., “% of deals now updated weekly” or “unified view of dealership pipeline by region.” ]

- **Forecast trust**

[ Specific outcome — e.g., “forecast variance reduced from  $\pm XX\%$  to  $\pm Y\%$ .” ]

- **Onboarding speed**

[ Specific outcome — e.g., “new rep ramp time cut from N weeks to M.” ]

- **Adoption**

[ Specific outcome — e.g., “X% of reps active weekly 90 days post go-live.” ]

### **WHY PARKS AUTO PICKED TGWS**

- Sales Cloud focus over breadth. We don't bolt on Service Cloud or Marketing Cloud unless asked.
- Outcome-based scoping. Every phase tied to a measurable change in the sales motion.
- Adoption-first delivery. Eight weeks of post go-live coaching baked into the engagement.