

From Stalled Adoption to a Self-Sufficient Sales Team

Esse Skincare — Sales Cloud Implementation & Adoption

THE SITUATION

Esse Skincare had implemented Salesforce Sales Cloud, but the system was in place without the adoption to match. Their sales team wasn't using it the way it needed to be used, and there was no internal capability to close that gap on their own.

WHAT WE DID

Working directly with the head of sales and the sales team, we identified the specific gaps holding adoption back and proposed a set of targeted enhancements rather than a full rebuild:

- Implemented Person Accounts and Key Account Plans
- Reconfigured Accounts and Campaigns to match how the team actually sells
- Built out reports and dashboards giving sales leadership real visibility

BUILDING IT IN, NOT JUST BUILDING IT

Rather than leave once the technical work was done, we mentored one of Esse's own team members into becoming their internal Salesforce support person — someone the sales team could turn to directly, without depending on outside help for day-to-day questions.

IN THEIR WORDS

"Dan has helped us tremendously with streamlining processes, fixing issues, adding new features, and mentoring our team along the way. He's very approachable, always willing to help, and a genuinely knowledgeable person to call on for any Salesforce-related project."

— ESSE SKINCARE

"These enhancements have really helped our teams, and Dan was very helpful and knowledgeable along the way."

— ESSE SKINCARE

DIAGNOSE

Identified adoption gaps directly with sales leadership and the team on the ground.

FIX WHAT MATTERS

Targeted configuration & reporting enhancements, not a full rebuild.

EXIT GRACEFULLY

Mentored an internal team member into an ongoing Salesforce support role.

Steady, by design.

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