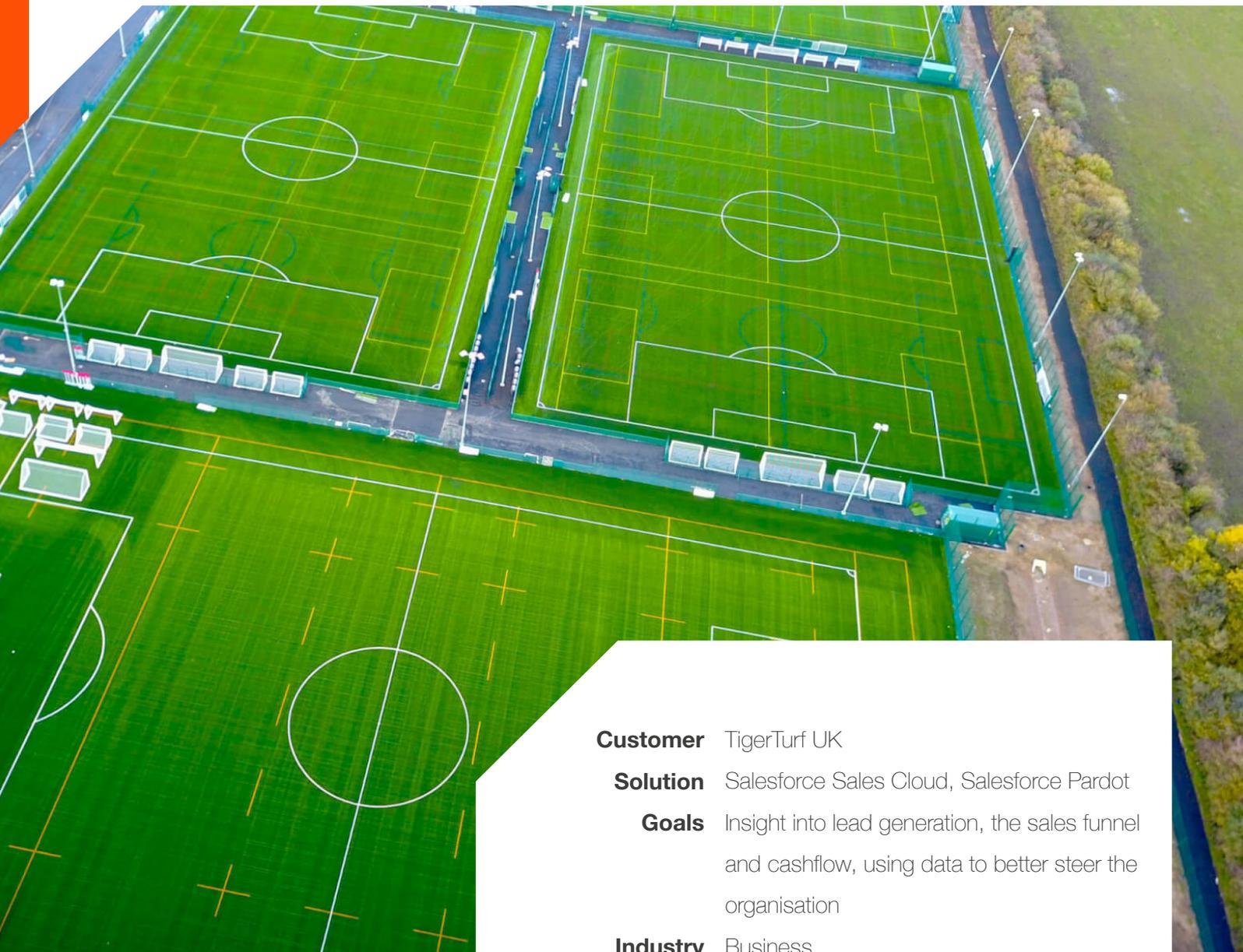


ENHANCED INSIGHT INTO SALES DATA LEADS TO BETTER RESULTS

TigerTurf focuses on data-driven sales with Salesforce



Customer TigerTurf UK

Solution Salesforce Sales Cloud, Salesforce Pardot

Goals Insight into lead generation, the sales funnel and cashflow, using data to better steer the organisation

Industry Business

Enhanced insight into sales data leads to better results

The British artificial grass manufacturer TigerTurf mainly serves organisations such as sports clubs. The sales process usually moves through several stages, so it can take a while before a deal is closed. Financing and the projects themselves also take time. Cobra CRM therefore helped TigerTurf implement Salesforce. Now, the company is able to maintain oversight across their sales funnel and cash flow. They know exactly where they stand from a sales perspective, and what they can expect in the future.



TigerTurf produces artificial grass for sports fields and commercial landscaping. While they do have a few private customers, most are businesses. The sales processes to inform these businesses of the added value of TigerTurf take several steps. And if the customer buys the product, then more steps are involved as TigerTurf and its customers move through the project to completion.

NOT THE INFORMATION THEY NEEDED

TigerTurf used to use the standard version of CRM Salesforce to support lead generation and opportunity processes. So did all of the other organisations within the TenCate Group (of which TigerTurf is a member). But they had to convince the Sales team to use it. “They didn’t see what the system could do for them,” says David Hook, Sales Director at TigerTurf. “And they didn’t get the information they needed out of it.”

The overall feeling was that the system didn’t work for the company, and that something needed to change. When another company within the TenCate Group shared their successes with the Salesforce platform that Cobra CRM had installed, it became obvious that there was more to gain structurally. TigerTurf asked Cobra CRM to implement Salesforce the same way, so they could get the right information from the system.

STARTING FROM SCRATCH

Cobra CRM visited TigerTurf in the UK, and the two companies set up a program with achievable targets, Salesforce adjustments, and training sessions for all users. “The system was stripped completely, and we started from scratch,” says Hook. “This was necessary, because we had been using Salesforce at random during the previous three or four years, and the data from the system wasn’t reliable.”

What has changed thanks to the new implementation? “The reshaping proved to be a game-changer,” says Hook. “The Sales team used to see Salesforce as ‘big brother’ watching over their shoulder. Now everyone acknowledges the benefits of Salesforce. We use it every step of the way, and we don’t have to convince anyone of its value. It doesn’t feel like something we need to do. Thanks to Cobra CRM, it’s a tool that people actually use.’

CASHFLOW IS NOW PART OF SALESFORCE

Hook mentions cashflow structure as an example of why customisation was necessary. “When it comes to the Football Foundation Framework operating here in the UK, payments from the tenders happen in an unstructured way. It isn’t as easy as winning a project and delivering the products. A project can easily take fourteen weeks,



‘The reshaping has proved a game changer.’

David Hook, Sales Director, TigerTurf

split up into different phases and payments. And if a project is delayed, then the payments are delayed as well. We needed more insight to manage our sales numbers and cashflows.”

The newly-customized Salesforce gives TigerTurf the insight they need into their cashflow. Thanks to Cobra CRM's adjustments, they can use real data to manage sales – and the business in general. They have the information they need.

COBRA CRM WALKED TIGERTURF THROUGH THE PROCESS

From the first rebuild to all subsequent iterations, Cobra CRM walked TigerTurf through the process. “They updated us throughout the project, and trained us to keep us up to speed,” says Hook. “The project started two years ago, and the initial implementation took six months. But Cobra CRM is still involved: CRM is not a project that you pick up and close. It is a continuous process.”

IMPROVING COMPLIANCE AND LEAD GENERATION

Once Salesforce had been redesigned to provide cashflow insight, Hook took on two more improvements. First, he focused on non-compliance. “Sometimes problems arise during a project. Perhaps there is a complaint, an invoice is wrong or we need to send a credit invoice. Now, we can easily manage these issues through Salesforce.”

Then he took on internal lead generation. “We are now able to continuously refine our reference list to generate new leads in Salesforce,” says Hook. “These leads come from old projects, where we expect that the grass will be up for renewal. We are continuously developing, and all iterations are done with support from Cobra CRM. They will always be a part of that.”

The results speak for themselves. “We have more insight into predictions when it comes to lead generation, opportunities and cashflow,” says Hook. “We have a better overview of actual project development, even if it goes differently than expected. And that can have an impact on planning for the required materials. This means that Salesforce isn't just a tool for Sales. It's for everybody at TigerTurf.”



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