

CIO Review

The Navigator for Enterprise Solutions

SALESFORCE SPECIAL

OCTOBER 29 - 2015

CIOREVIEW.COM

20 Most Promising Salesforce Solution Providers - 2015

Priorities and expectations in the business environment are altering radically, and both the industry and IT need to develop alongside these transformations. The evolution of the CRM tools has been a fascinating process as it has moved towards more nimble and flexible systems that are quick to deploy and easy to customize. Accordingly, the development of the Salesforce's cloud CRM solution is a great example of technology evolution, helping sales teams to close deals like never before. Salesforce is facilitating organizations in crafting their vision into reality by providing a unique set of cloud-based tools that has the necessary speed, simplicity and elasticity to drive enterprise productivity and innovation.

With its strong product portfolio, the company has been the fore runner in transforming businesses, making organizations more responsive, and efficient. In addition, Salesforce has now introduced IoT Cloud, which connects data from every device,

sensor, website and interaction with the Salesforce platform to get a complete view of customers. This flexibility has enabled Salesforce to succeed in a rapidly evolving environment, illustrating how a true cloud-based provider can keep up with today's lightning fast-pace of business and heightened customer expectations.

In this edition of CIO Review, we present you the 20 Most Promising Salesforce Solution Providers of 2015, featuring the best solution and service providers exhibiting extensive business process knowledge, and innovative strategies in the Salesforce.com landscape. A distinguished panel comprising of CEOs, CIOs, and analysts including the CIO Review editorial board have selected the top companies that are at the forefront of providing expertise in the Salesforce.com arena to help enterprises with consulting, implementation and support expertise.



Company:
Adventace®

Description:
A sales management consulting firm specializing in helping sales operations Create the High Performance Sales Environment

Key Person:
Robert Junke,
Founder & CEO

Website:
www.adventace.com

Adventace®

Create the High Performance Sales Environment®

With changing business dynamics and increasing competition, organizations are making significant investments in CRM to transform their businesses. Today, organizations are using CRM to facilitate a broad spectrum of decisions ranging from forecasting operations to new product development and future investments. However, most of the available CRM solutions fail to deliver on those expectations, simply resulting in the delivery of bad information faster and a continuation of suboptimal performance. With an aim to address these challenges, Adventace® delivers an app that automates sales top-down. "Our holistic app is built with the core mission to approach the sales operation with a comprehensive set of needs in mind," says Robert Junke, Founder and CEO, Adventace®, and author of the best selling book, Create the High Performance Sales Environment®.

Partnering with Salesforce.com, Adventace designed its flagship product, the Adventace Sales Management System™ (SMS) to help management better drive their sales operation. SMS is a methodology-independent app that automates key functions of sales executives and sales managers, while providing sales people with the means to differentiate themselves from the competition, all backed by an underlying system to achieve metric-based performance improvement. The key functions of the application are provided through four key tabs—

Development, Pipelines, and Opportunities.

Information in the Performance Metrics tab was specifically designed to help Sales Executives by providing key leading performance metrics. Executives

“Our holistic methodology is built with the core mission to approach the sales operation with a comprehensive set of needs in mind”

can start by analyzing mission critical goal Vs. actual performance metrics at the organizational level. And, with simple clicks, they can easily drill down to any level of their organization, identify where gaps exist, and then proactively work with their management team to resolve them.

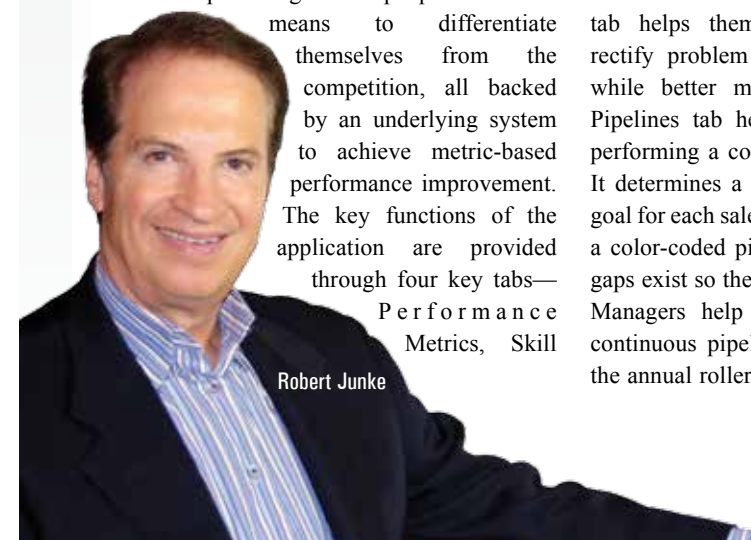
For Sales Managers, the Opportunities tab helps them quickly identify and rectify problem areas on opportunities, while better managing resources. The Pipelines tab helps Sales Managers by performing a complete pipeline analysis. It determines a Seller's optimal pipeline goal for each sales stage and then provides a color-coded pipeline identifying where gaps exist so they can be rectified. "Sales Managers help their Sellers strive for continuous pipeline balance, eliminating the annual roller coaster ride experienced

by most," said Junke. He went on to say, "We've also made Seller skill development easy and effective for Sales Managers." Managers can score Sellers on ten key skills. Then, based on those scores, SMS provides the Manager with the appropriate Personal Development Plan to help them measurably improve a Seller's performance.

The Opportunities tab provides key differentiators for Sales People. After a sales call Sellers can easily generate emails summarizing key finding back to their buyer. Through a buyer-customized knowledge repository the seller can select all key items identified during need development, and build an Action Plan identifying the agreed upon sequence of events leading to a buy decision. Through its email templates, SMS then merges the information into the desired email, and in minutes the seller can send it to their buyer. "The email can then be used throughout the sell cycle by the sales team so that everyone stays on the same page," states Junke. The ease-of-use functionality and "seller oriented" capabilities in SMS drive CRM adoption and usage among sellers.

Newforma, a project information management company, uses Adventace SMS™. Demonstrating the prowess of the app, their Chief Customer Officer, Alan Facey, said, "For the first time, sales and sales management methodology is echoed in Salesforce.com through the Adventace SMS™ application."

Moving forward, Adventace is planning to deploy several new capabilities, including a significant knowledge repository capability. "We aim to assist client sales representatives with onboarding and call preparation to dramatically reduce the time it takes to build balanced pipelines and close their first sales," concludes Junke. CR



Robert Junke