

INDUSTRY: Construction

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## the CHALLENGE:

Our client, a full-service commercial general contractor, may only be small-to-medium-sized compared to others in the industry. But the 24-year-old Orland Park, Illinois-based firm had its hurdles trying to stay organized, keeping track of sales opportunities, and following up with prospects.

According to marketing manager, the technology-oriented company needed to leave behind the “scratchpad-like” tools it used for its sales processes and, instead, do something to step into the 21st century.

## the SOLUTION:

They decided they needed a customer-relationship-management (CRM) process. But which one?

He briefly considered two others, but wasn't completely impressed until 3Points recommended and he took a look at Salesforce.com.

“We've been a customer of 3Points for over six years now,” he says. “They installed our servers and our computers, hooked us up with our M5 VoIP phone system, and took all the chaos out of our IT infrastructure. So when 3Points recommended Salesforce.com, I knew we had to check it out.”

What really impresses them about 3Points, he says, is that “so far they have only pushed products that they themselves use ... and know inside and out. What could be more convincing than that? In the case of Salesforce.com, that's what they use to run their own company.”

3Points convinced them that his team could customize Salesforce.com themselves and, in fact, it took them just 30 days. It's been five months since then and, he says, the collaborative sales efforts of his company have streamlined and improved significantly.

“When we compiled all of our sales opportunities for the first time, there were more than we thought we had,” he recalls. “Those opportunities might have been lost if it weren't for Salesforce.com.”

He appreciates how easy it is to generate custom reports, to share information, and to utilize Salesforce.com's mobile apps. “When you get a lead, you can log it in from your mobile phone and it goes right into the system,” he says. “Previously, everyone had their own Outlook calendar, but it wasn't very often that we got together and shared information. Now it happens instantaneously.”

The version of Salesforce.com that they utilize costs the company just \$65 a month per user and he says it's worth every penny.

“Would we recommend it to other businesses?” he asks. “No question. Hands down. For that price, it can't be beat.”

CASE STUDY

