



# 30% Increase in Strategic Account Revenue with DemandFarm

**Industry:** Healthcare  
**Sector:** Mental Health

The company was looking for a solution to enhance their pipeline visibility. They were also looking for ways to capture information on deals with customers operating multiple business units.

## Key challenges experienced:



Limited visibility in their Salesforce pipeline



Lack of insight into past business dealings



Difficulty tracking multi-unit revenue



Could not leverage relationships

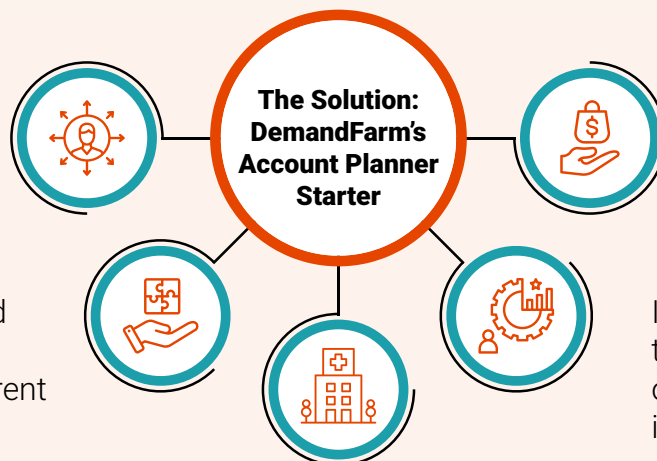


Inability to track and visualize the distribution of revenue with customers whose businesses involved multiple units

## The Solution: DemandFarm's Account Planner Starter:

DemandFarm immediately identified the exact product that would help the client resolve all their issues. The Account Planner Starter!

DemandFarm deployed their Account Planner Starter to help the client deal with the challenges they were facing.



This solution provided the client with a heatmap view of their current active deals.

The heatmap view also allowed them to track their past deals and define plans for cross-selling and up-selling.

It also allowed them to track the performance of their current services in the market.

This helped them understand which services were being used by hospitals within different health systems.

## The Solution: DemandFarm's Account Planner Starter:

DemandFarm immediately identified the exact product that would help the client resolve all their issues. The Account Planner Starter!

- ✓ Access a holistic view of their accounts
- ✓ Access both past deals and present opportunities on just one page with basic input and not much effort
- ✓ Understand how their customer account revenue is distributed
- ✓ Create better business strategies by tracking past deals, existing business and opportunities effectively.
- ✓ Leverage business relationships
- ✓ Experience a 30% hike in revenue

## Conclusion:

The client's collaboration with DemandFarm has allowed them to streamline their account management processes and achieve significant growth in revenue from strategic accounts.

The Account Planner Starter recommended to them has provided them with the visibility they needed to make informed decisions and unlock their potential to provide services in the mental healthcare industry.

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