



Accelerating Deal Closure by 1.5X with DemandFarm's Solutions

Industry: Healthcare Industry
Sector: Hospitals & Healthcare

When they began the collaboration with DemandFarm, the key challenges to be dealt with on priority were determined to be:



Unidentified supporters and their influence within the customer network



Absence of a structured sales approach for selling efficiency



No visual representation of the current business or growth opportunities



Lack of detailed insights on closed deals



Difficulty in handling major deals in Salesforce

These hurdles were affecting the client's ability to sell effectively and efficiently and causing problems in creating a viable strategy.

The Solution: Account Planner Advanced and Opportunity Planner from DemandFarm :

DemandFarm took a deeper look at the issues and challenges faced by the client. It was found that the client would need a combination of products to resolve the issues they faced.

The Org Chart from DemandFarm helped the client



Manage their relationships strategically



Gain a better understanding of the number of stakeholders in every decision-making process

The client also used DemandFarm's Opportunity Planner. This helped to:



Map important decision-makers



Build and nurture relationships effectively



Close deals faster and with confidence due to better relationships

In addition, DemandFarm customized the project information view in Salesforce, helping the Sales Enablement teams to generate detailed financial reports on all closed deals.

Key Benefits: Deal Closure Accelerated 1.5X:

- ✓ By implementing DemandFarm's solutions, the client was equipped with the ability to compare current pursuits with active opportunities, thus clearly identifying potential areas for growth.
- ✓ With all vital information effectively captured, the team could easily differentiate all opportunities based on ease of closure.
- ✓ It became straightforward to separate clients that needed to be worked on, from those that would have a longer sales cycle and those that could be closed without too much more effort.
- ✓ The end result was a significant improvement in efficiency.
- ✓ The client was able to close deals 1.5 times faster by confidently committing to their forecasts.

Conclusion:

DemandFarm provided the client with the tools they needed to streamline their sales process and improve their visibility and insight.

With the implementation of the Org Chart and Opportunity Planner, the client was able to close deals faster and guarantee results on projections.

This resulted in a major boost to their overall sales strategy.

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