



# VICINITY FOR SALES GROWTH

## ORGANIZATION

The following case study will look at how one organization experienced incremental growth by using Vicinity to better plan their time around targeting prospective accounts.

- US Field Based Sales Team consisting of 65 Sales Representatives
- Annual Revenue of \$80M

## CHALLENGE

With a field based sales organization, management was continuously looking for time saving solutions that would provide value to the sales team. One key element that they honed in on was a better way to effectively engage their existing customer and prospect database in Salesforce. They believed that better planning customer and prospect visits, coupled with more time in territory would yield results.

## SOLUTION

The organization purchased Vicinity for all 65 Sales Representatives at \$120/year/user. Their initial cost was 65 Users x \$120/User = \$7,800 Total Investment

## RESULTS

Assume that we can only attribute one additional deal for half of the Sales Organization while using Vicinity, this still provided the organization with approximately 32 new sales deals at an average of \$12,000 each. The return on investment was calculated at a net gain of \$390,000 with a 15% profit margin, less the cost of Vicinity Licenses the total increase to the Bottom Line Revenue was \$50,700 in the first year.

## SUMMARY

In analyzing these results, the organization reviewed several other key factors and were able to also realize an increase in user adoption and an increase in overall data quality within Salesforce. However, the main results were clearly recognized in the sales growth, which was attributed to using Vicinity.

## XTIVIA OVERVIEW

Since 1992, XTIVIA has established a proven, global reputation as a company delivering cutting-edge professional solutions to our clients' specific requirements, regardless of the complexity of the projects. XTIVIA's success has stemmed from a proven ability to deliver quality professional services, allowing the client to leverage technology successfully, competitively, and profitably. XTIVIA has received additional awards this year from Liferay, CIO Review and Inc. 5000. XTIVIA has offices in Colorado, New York, New Jersey, Missouri and Texas.

## CRM OVERVIEW

XTIVIA's knowledgeable CRM team has more than 90 years of combined experience in customizing and integrating CRM systems for companies of all sizes, crossing all industries. We offer multiple CRM systems, an extensive list of enhancements and superior integration skills—all the necessary ingredients to empower your organization to dramatically improve the customer experience. Our industry-leading live support and certified CRM training add another dimension of excellence to our CRM offering, expanding our ability to deliver effective solutions and drive outstanding results for your organization.

### KEY COMPONENTS

#### SOFTWARE

SALESFORCE  
VICINITY



✓ **Salesforce Administrator**

✓ **Force.com Developer**

✓ **Force.com Advanced Developer**

✓ **Salesforce Sales Cloud Consultant**

✓ **Salesforce Service Cloud Consultant**