

Note:

The following slides are selected **excerpts from a larger presentation deck.**

Content has been modified and anonymized to preserve confidentiality.

*Megan
Palmisano.*

CUSTOMER-CENTRIC WITH THE #1 CRM

Salesforce Professional Services

MVF



MVF

salesforce

Thank You.

Agenda

MVF



Your Salesforce Team

Salesforce Overview

Recap & Customer 360

Solution Demo

Commercials & ROI

Unlimited Edition

Reference Customer

Recap and Customer 360



Speaker Name
Business Title

What We've Heard

MVF



In house, home grown platform (Abbey) that is crucial to the business, but offers no benefit for MVF Business Development



Sales teams currently using siloed systems - Gmail, Excel, Abbey; creating a broken customer view



Poor to zero visibility across the customer journey, making it difficult to truly capitalise on existing relationships



Poor Data makes it very difficult to accurately forecast, predict growth and make data driven decisions



Call coaching, transcripts, recordings are key for Sales Training, 360 view of Sales Rep activity is a high priority for Sales Leaders



Keen to start a journey with Salesforce, in time, use of AI, GPT, Slack Elevate and more are all of interest

MVF Customer 360

Current State

Client Engagement & Sales Excellence

MVF Global are industry leaders in lead generation having experienced 30% YoY growth since inception with a vision to transform how businesses find new customers.

MVF currently use Abbey to service their customers but have no CRM capabilities to support their own business development.

MVF are keen to engage with Salesforce to optimise their pipeline management, better leverage & visualise data and seamlessly integrate with Abbey.

MVF



Today's Personas

MVF



Lauren
Customer



Elliot
Sales Executive



Justin
Head of Sales

Meet **LAUREN**

Contact from Salesforce
Head of Marketing

MVF



Works for a leading technology company ▶

Wants to bring value with best in-class lead generation ▶

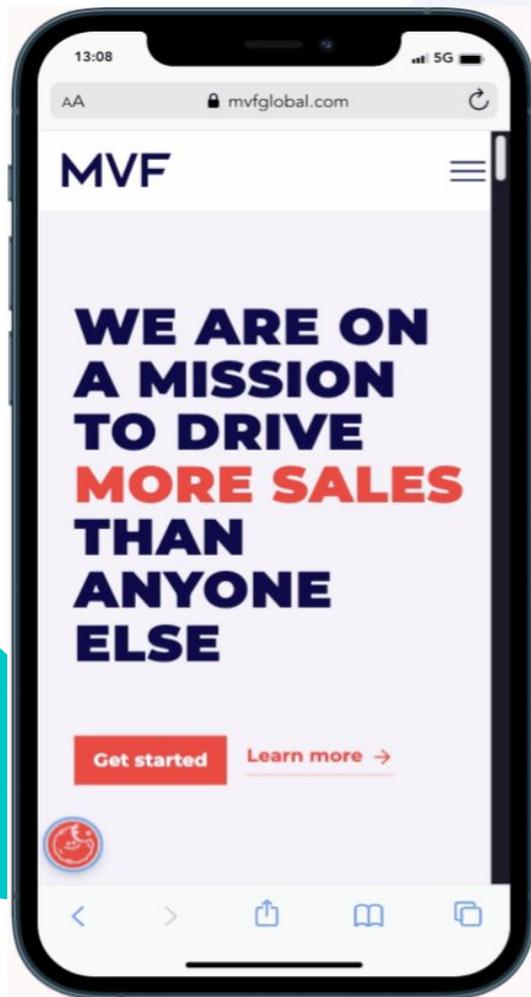


BROWSE ▶

Lauren lands on the home page and this is where she starts browsing for the different services MVF supports but specifically looks at the industries and begins reading articles and case studies on how MVF supports the software industry.

BUSINESS VALUE

Minimise funnel drop off
Test best landing pages to maximise form fill-outs



MVF



MVF



UNKNOWN TO KNOWN



MVF



Thank You.