

# Firm Benefits from Results In-the-Cloud

## Case Study: KONTOR

### ABOUT KONTOR

Kontor is a full-fledged sales and marketing agency specializing in call campaigns and social media. Kontor's seasoned professionals are dedicated to helping their clients grow their business by providing sales services, social media campaign management, and other business planning services.

### BUSINESS CHALLENGES

**Manage Sales Activity.** Kontor needed a way to monitor prospect activity and identify upsell opportunities with their current clients so they could guarantee that they did not miss any potential sales.

**Information Centralization.** Kontor needed to centralize all sales data so anyone on their team could access records at any time and from any location.

**Document Accountability.** The Management Team needed a way to measure the performance of the Sales Team to keep them accountable to their goals.

### WHY RESULTS?

**Real Time Updates.** Since all Kontor's CRM information is stored in-the-cloud, all logged activities and updates can be seen in real time from all locations with an internet connection.

**Company-wide Prospect Visibility.** Prospect information is always available to all team members and is not dependent on one person's availability. No matter who speaks to the client, they will have the most up-to-date information on the account.

**Accessible Info.** No matter where their team members are (home, office, road, cell) Kontor employees are able to access critical prospect information at all times.

### FAVORITE RESULTS FEATURE

Kontor is impressed with the many reports that are available within Results CRM. Results reports are used to identify the current Sales Opportunities and to make sure the Sales Team are on target for their goals. Kontor also uses Results reports to identify potential revenue for upcoming months.

Opportunities Summary Profile Report									
Sales Representative: Dimitri									
Prospect / Client Name	N. to Close	Class	Opportunity Amount	Opportunity Name	Opportunity Type	Opportunity Status	Opportunity Stage	Opportunity Source	Opportunity Assigned To
Peterson, Ronald (SeeProducts)	100%	03/17/2010	500.00		LP-SELL	WON	4-STRONG	WEBSITE	Dimitri
Harrison, Peter and Mary (The Mattress Company)	100%	03/19/2010	5,000.00		NEW	WON		REFERRAL	Robert
Calder, Andrew (AtlantaHome Remodeling)	100%	04/03/2010	24,000.00	AtlantaHomeRemodeling	NEW	WON	5-HIGH	NETWORK	Dimitri
Smith, Sheila (CSC)	90%	05/14/2010	373.75	CSC	LP-SELL	PENDING	3-INTEREST	REFERRAL	Dimitri
Cunningham, Mike (Virginia Windows & Roofing)	78%	04/29/2010	2,000.00	VirginiaWindows & Roofing	NEW	NEW	5-HIGH	LIST	Dimitri
The Center Computer Store (Stroman, George)	60%	06/30/2010	10,000.00	Service & Software	NEW	NEW	3-INTEREST	REFERRAL	Dimitri
Peterson, Ronald (SeeProducts)	60%	05/07/2010	12,500.00	Customer Service Web-Portal	LP-SELL	NEW	4-STRONG	George	
Smith, Harold (Innovative Inc)	28%	06/30/2010	1,800.00		NEW	NEW	1-AWARE	WEBSITE	Dimitri
Stevenson, Jane (DCMetro Services)	0%	03/20/2010	-	DCMetro Remodeling	NEW	WON	5-HIGH	REFERRAL	Dimitri
Jacobson, Greg (ExteriorHome Solutions)	0%	04/03/2010	-	ExteriorHome Solutions	LP-SELL	WON	5-HIGH	REFERRAL	Dimitri
<b>Opportunity Amount Sub-Total: \$ 55,873.75</b>									
Sales Representative: George									
Prospect / Client Name	N. to Close	Class	Opportunity Amount	Opportunity Name	Opportunity Type	Opportunity Status	Opportunity Stage	Opportunity Source	Opportunity Assigned To
Samuel, John (Army Corp of Engineers)	60%	04/30/2010	22,000.00	USCOEFABRICATION	NEW	PENDING	5-HIGH	REFERRAL	Frank
<b>Opportunity Amount Sub-Total: \$ 22,000.00</b>									
Sales Representative: Kathy									
Prospect / Client Name	N. to Close	Class	Opportunity Amount	Opportunity Name	Opportunity Type	Opportunity Status	Opportunity Stage	Opportunity Source	Opportunity Assigned To
Clark, Tom (Clark Accounting Services)	60%	06/30/2010	25,000.00		NEW	NEW	2-POSSIBLE	WEBSITE	Kathy

*"Results CRM in-the-cloud has removed the dependency on an individual team member's availability. No matter where we are, anyone on our team has the information they need to follow up with our hot prospects, ensuring we do not miss a sale opportunity."*

Peggy Spear  
Kontor

CUSTOMER  
KONTOR

INDUSTRY  
Outsourced Services

FOUNDED  
2007

KEY CRM NEED  
Needed to centralize sales information so that this data is accessible to all team members at all times

RESULTS PRODUCT  
In-the-cloud (hosted)  
Results CRM Business Suite