

# Exuding Power On And Off The Field

Comprehensive Salesforce  
Implementation for Athletes First



# Staple For Elite NFL players

**Athletes First, LLC** operates within the Professional Services industry, specializing in the representation and management of professional athletes. Renowned for their dedication to clients, Athletes First works with a diverse roster of players, coaches, and recruits across various sports disciplines, providing comprehensive contract negotiation, marketing, and legal services. As the company expanded its operations, managing the growing volume of player data, contracts, and brand partnerships became increasingly complex.

Athletes First recognized the need for an integrated solution that would streamline their client management processes, enhance data accuracy, and facilitate the efficient handling of complex contract and invoicing requirements. To address these challenges, they sought our expertise to implement a Salesforce CRM solution tailored to their specific needs, ensuring a single source of truth for managing player, coach, recruit, and brand data.

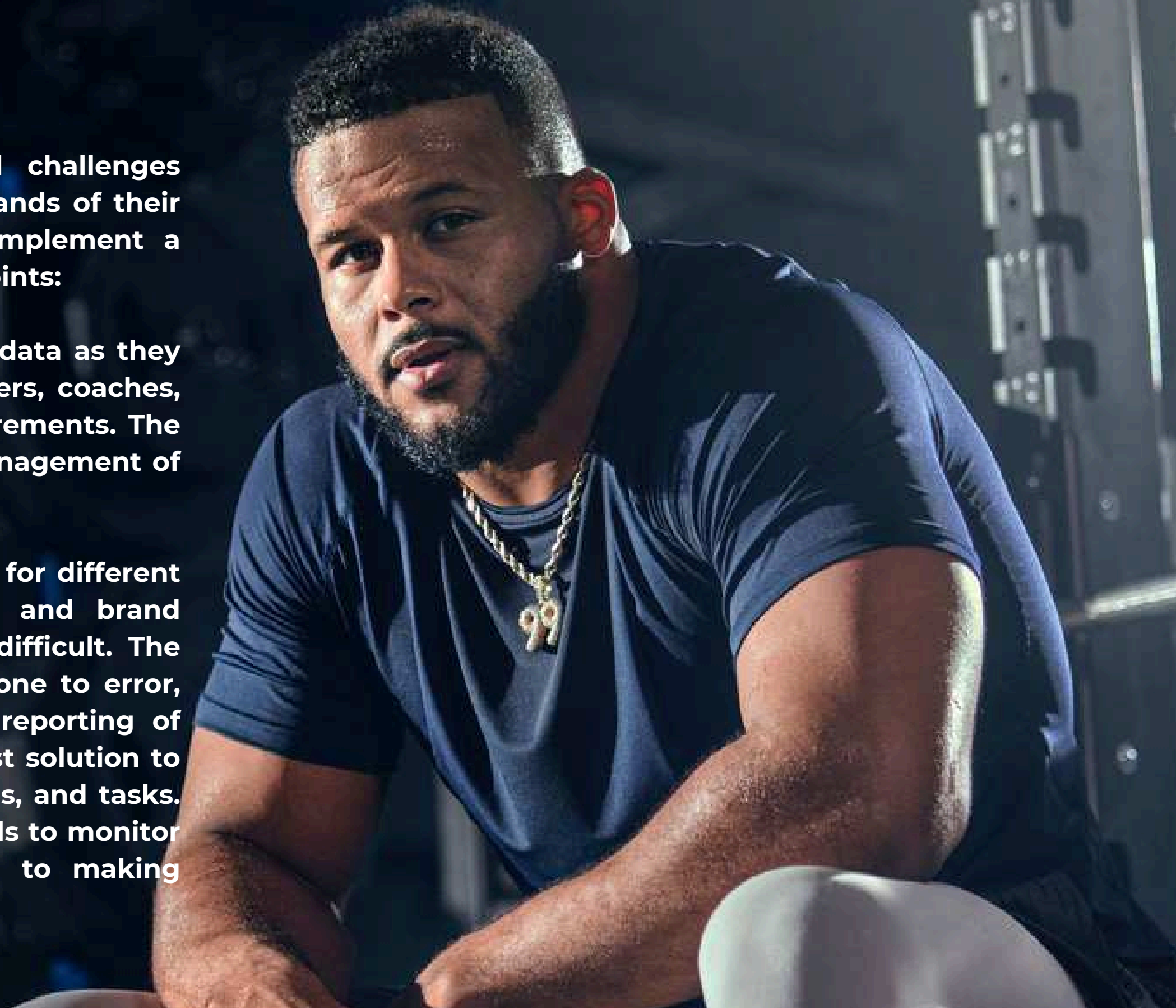


# Tackling Contracts Head-on For Athletes

**Athletes First continued to grow, several operational challenges emerged that could no longer support the growing demands of their business. Athletes First then engaged DTC Force to implement a Salesforce-based solution that would address these pain points:**

**The company had to deal with management of complex data as they needed to manage vast amounts of data related to players, coaches, recruits, brands, and teams, each with unique data requirements. The existing systems were unable to support the nuanced management of this data, leading to inefficiencies and potential errors.**

**Another challenge was processing contracts and invoices for different types of deals, such as player contracts with teams and brand endorsement deals, which were becoming increasingly difficult. The manual processes in place were time-consuming and prone to error, affecting the company's ability to scale. Tracking and reporting of activities became tough as Athletes First required a robust solution to track all interactions with clients, including calls, meetings, and tasks. Additionally, the need for custom reporting and dashboards to monitor deal progress and financial performance was critical to making informed business decisions.**





# Scoring High Flying Touchdowns

To meet Athletes First's requirements, we designed and implemented a comprehensive Salesforce solution

DTC Force configured Salesforce to manage complex data for players, coaches, recruits, brands, and teams through custom data structures. This involved creating custom objects and record types, enabling Athletes First to track specific information for each entity. For example, player data was categorized into high school, college, and NFL/pro levels, with custom fields and layouts to capture relevant information.

To address management contracts and invoice, the solution included automation of contract and invoice management processes. We configured Salesforce to handle both player and brand deals, automating the calculation of commissions and the generation of invoices. The system allowed for the manual creation of invoices with data auto-populated from contracts, reducing the risk of errors and improving efficiency

# A Solution Worthy of a Super Bowl MVP

Enhanced activity tracking was implemented for robust activity tracking features within Salesforce, allowing Athletes First to log calls, schedule meetings, and set tasks related to their clients. This data was integrated into a comprehensive activity timeline, providing a clear view of past and upcoming interactions, thereby enhancing client management.

To support agile decision-making, DTC Force configured custom reporting and dashboards. This included creating custom reports and dashboards that provided real-time insights into deal progress, financial performance, and client activity. These tools empowered Athletes First to monitor their operations closely and make data-driven decisions.



# The Game-Changing Impact

## The implementation of Salesforce solution by DTC Force had a transformative impact on Athletes First's operations

The custom data structures streamlined data management, which enabled Athletes First to manage and categorize large volumes of data across various entities efficiently. This improvement reduced manual data entry, minimized errors, and provided a clear, organized view of all client-related information.

Automating the contract and invoice processes significantly reduced the time and effort required to manage these critical tasks. With improved efficiency in contract and invoice processing, the Athletes First system's ability to calculate commissions and generate invoices accurately ensured that an increased volume of deals could be handled without compromising accuracy or speed.

With comprehensive activity tracking and management tools, Athletes First was now able to maintain a detailed record of all client interactions. This enhanced client interaction capability, improved client relationship management, and allowed the team to prepare more effectively for meetings and negotiations.

The custom reports and dashboards provided in the Salesforce solution, recommended by DTC Force, enabled Athletes First to gain valuable insights into their operations. These tools supported better financial management, deal tracking, and overall business strategy, contributing to more informed and effective decision-making.



# A Truly Memorable Performance

**The management team at Athletes First Remarkd:**

*"The Salesforce implementation has truly revolutionized the way we operate. We are now better equipped to serve our clients and manage our growing business with confidence."*

The collaboration with Athletes First resulted in a significant enhancement of their operational capabilities. The Salesforce solution we implemented provided a scalable platform that addressed their immediate needs while also positioning them for future growth. Athletes First expressed their satisfaction with the project, particularly noting the improvements in data management and process automation.

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