

# Soaring High Above the Clutter

Salesforce Implementation for  
Streamlined Sales Process





# Sustainable Skylines is reinventing aerial advertising

In today's world, it's becoming increasingly difficult to capture consumers' attention, especially since studies have shown that humans now have a shorter attention span than goldfish. Despite spending over \$271 billion on digital advertising in 2023, the digital marketing ecosystem still has many inefficiencies and wastage. Marketers looking to expand their media strategies to discover new channels that can generate interest and engagement in a clutter-free environment. One good place to start is by looking up.

Sustainable Skylines is an innovative company operating within the advertising technology industry. They are at the forefront of reinventing aerial advertising through the use of large-scale drones and AI-enabled audience measurement technologies. This pioneering approach enables programmatic advertising in uncluttered environments, providing a unique and effective way for brands to reach their target audiences..

## THE NEED FOR CHANGE

# Scaling Strategic Challenges and Transformation

Sustainable Skylines sought to enhance their sales and account management processes by implementing a robust CRM system that could serve as a central source of truth. The primary objective was to streamline the management of client and sales-related information, allowing for better oversight and optimization of their sales cycle. Their specific needs included managing lead information from various sources, optimizing the opportunity cycle, and improving document management for client sign-offs.

Recognizing the complexity and scale of their operations, Sustainable Skylines turned to DTC Force to leverage our expertise in Salesforce implementation to achieve these goals. The project was centered around implementing Salesforce

Sales Cloud to the key requirements. The scope included configuring Salesforce to manage accounts, contacts, leads, and opportunities and integrating additional tools like QuickBooks and Sales Navigator to further support their business processes.



# Unveiling the Pain Points to Design the Solution

The journey began with an in-depth discovery phase, where DTC Force collaborated closely with Sustainable Skylines to uncover the core issues hindering their sales operations. Through workshops and detailed discussions, it became clear that the organization was struggling with managing lead data, tracking opportunities, and generating sales documents.

Armed with this understanding, DTC Force set out to design a Salesforce implementation that would not only address these pain points but also align with Sustainable Skylines' long-term strategic goals. The proposed solution centered around Salesforce Sales Cloud, configured to streamline lead management, optimize opportunity tracking, and automate document generation. The design also included integrations with QuickBooks for seamless financial management and Sales Navigator for enriched lead intelligence, ensuring that the solution was both comprehensive and future-proof.

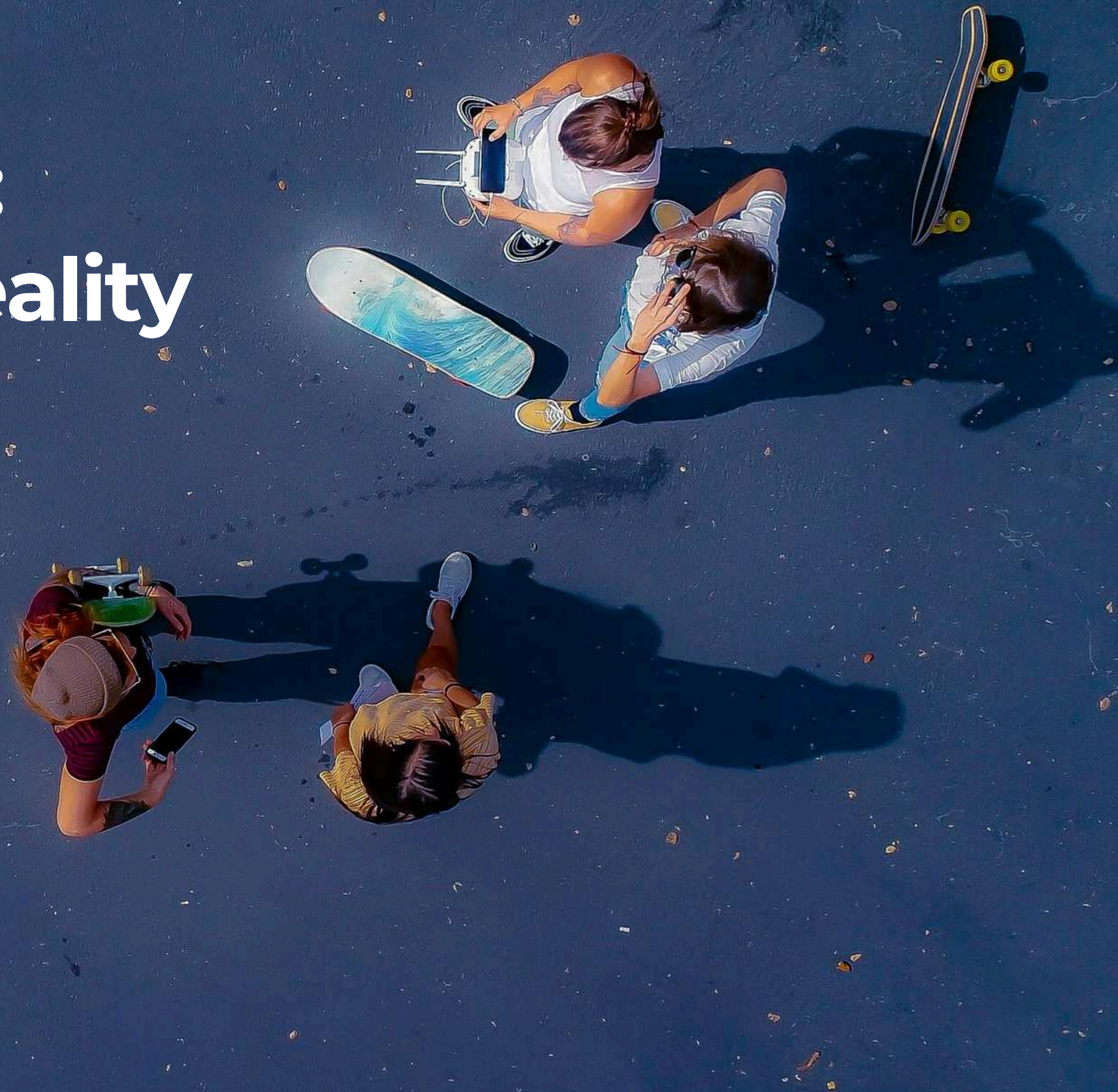
The absence of a centralized system meant that valuable information was siloed, leading to delays in decision-making and missed revenue opportunities.



# Building the Future: From Concept to Reality

With a clear vision in place, the implementation phase kicked off. DTC Force worked hand-in-hand with Sustainable Skylines to ensure that the Salesforce system was configured to meet their exact needs. This involved customizing data fields, setting up workflows, and ensuring that all sales processes—from lead capture to deal closure—were seamlessly integrated within Salesforce.

Throughout the implementation, close attention was paid to change management, ensuring that the Sustainable Skylines team was prepared to embrace the new system. Training sessions were conducted to equip users with the necessary skills, and DTC Force provided ongoing support to address any concerns that arose during the transition. By maintaining open lines of communication and adopting a phased approach to deployment, the project was completed on time and within budget, with minimal disruption to daily operations.





**Realizing the Benefits**

# A New Era Of Efficiency & Insight

## **Transforming Sales Operations**

The implementation of the Salesforce solution immediately transformed Sustainable Skylines' sales operations. The sales team now had a single platform where all client interactions were recorded, tracked, and analyzed. This led to significant efficiency improvements, with the team able to manage more leads and close deals faster than ever before. Integrating QuickBooks and Sales Navigator enhanced these capabilities, providing real-time financial insights and richer lead data.

## **Data-Driven Decision Making**

One of the most significant benefits they experienced was the ability to make data-driven decisions. With custom reports and dashboards, Sustainable Skylines' management could access real-time insights into sales performance, identify bottlenecks, and allocate resources more effectively. This shift towards a more data-centric approach enabled significant improvement in the current operational structures and strategic planning for future growth.

# A pivotal moment in Sustainable Skylines' growth journey

The successful implementation of Salesforce addressed the core challenges and by providing a robust, scalable solution, DTC Force helped Sustainable Skylines lay a strong foundation for continued success. The transformation enabled the company to streamline operations, improve customer engagement, and drive revenue growth, all while maintaining a high level of agility in their fast-evolving industry.

As Sustainable Skylines continues to expand, opportunities exist to enhance their Salesforce environment further. Potential future phases include integrations with fleet management and inventory systems, further automating and optimizing their operations. With a solid CRM foundation now in place, Sustainable Skylines is well-positioned to explore these enhancements, ensuring that their technology infrastructure evolves in step with their ambitious business goals.



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