



# Project Frog Revamps Sales Operations

## Revolutionary Component Building Provider Centralizes Sales Infrastructure for Visibility and Collaboration



### BACKGROUND

Project Frog manufactures and installs cost-effective, eco-friendly, permanent, campus learning environments that assemble easily onsite. Through panelized construction, buildings are completed up to 40% faster than via traditional construction. The resulting structures are measurably greener (LEED Silver Certifiable and CHPS Compliant) and significantly smarter, resulting in brighter, healthier spaces that inspire better performance by the people who occupy them. The company's innovative systems are frequent recipients of industry awards for their design and performance. Their clients include: school districts, healthcare companies, and internet/tech companies.

The sales process is quite lengthy, requiring relationship development and management of a multitude of players that champion Project Frog to the client throughout the planning, design and procurement process. Because these players are involved with a number of opportunities and have often previously worked together, the importance of understanding the nature of these relationships was paramount.

Project Frog came to Monday Call with the need for a more robust and detailed CRM system that would help the company gain a 10,000 feet view into the whole landscape of projects, yet also allow them to examine the minutia of each opportunity. Because Project Frog provides specific platforms of facilities to three different types of business, they also needed a way to segment their database. Most importantly, with the plethora of information that the sales team must have access to for every potential sale, their target list and goals needed to remain highly visible from all angles.



### Vital Statistics

- Provider of sustainable, LEED Silver Certifiable and CHPS Compliant component buildings that overcome the inefficiencies of traditional construction
- Headquartered in San Francisco, CA USA
- <http://www.projectfrog.com>

### Business Challenges

- Fast growing business that needs to scale
- Complex sales process that involves many parties, including: Project Managers, General Contractors, Architecture / Engineering firms and more
- Communication among many participants required that is fast, easy and centrally stores correspondences

### Solution

- Sales Cloud Deployment including discovery, design, data migration, implementation and training

### Benefits

- Get a complete view of the business; which deals are in the early education stage and which are ready to break ground
- Segmentation of prospects enable teams to target sales opportunities in a more customized fashion
- Central point of information to track all participants and activities in a project
- Clean data that they can trust and improved efficiency

## CHALLENGES

With an ever-expanding base of clients, Project Frog has nearly doubled its size in the past year. It became clear to the sales team that they needed a more flexible and scalable infrastructure to support a complex sales process and to provide the needed visibility into important relationships among Clients, General Contractors, Architecture/Engineering firms and Project Managers. Project Frog wanted a platform that could track these participants and manage all of the communications and activities related to opportunities in various stages of the sales cycle and beyond into construction and occupancy.



## SOLUTION

Project Frog partnered with MondayCall to help them get up and running with Salesforce. As a new customer, Project Frog needed guidance on best practices in order to optimize the benefit from their platform purchase. Zuri Pommerenk, Business Development at Project Frog noted, "Honestly, I was a bit scared once my company decided to switch to Salesforce from Pipelinedeals. We had years of messy data stored that needed a ton of maintenance/clean up before, during and after the transfer."

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- Zuri Pommerenk  
Business Development

She added that, "My initial conversation with MondayCall made me realize that MondayCall really cares about the happiness of their clients. They understand my company and the sales process and assured me that Salesforce was a tool that would fit into our already existing process and it didn't have to be the other way around."

MondayCall worked with Project Frog to understand the business requirements and key drivers, to build a best practices solution and implement the plan in a short timeframe. A data migration from their legacy system enabled them to retain all historical and current information. End-user training was also conducted in order to maximize adoption and end-user effectiveness and efficiency.

## BENEFITS

Project Frog gained significant advantage customizing and automating the sales process as well as segmenting prospects depending on the industry served.

Building a world-class sales infrastructure improved efficiency and enabled everyone to use best practices processes in every deal. The cleanliness and accuracy of the centralized data also increased trust and enabled people to buy into the system.

Zuri added, "While MondayCall was certainly not the cheapest option we considered for implementation specialists, they are by far the BEST VALUE and we will continue to use them for all of the updates/additions/trainings that we do with Salesforce."



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