



MONDAYCALL

Speedway Motorsports Coordinates Sales Efforts

Improves teamwork, process and infrastructure among local and national sales teams to offer larger scale opportunities for sponsors



BACKGROUND

Speedway Motorsports, Inc. (SMI) is a leading marketer, promoter and sponsor of motorsports activities in the US. SMI, through its subsidiaries, owns and operates eight world class racing facilities: Atlanta Motor Speedway, Bristol Motor Speedway, Charlotte Motor Speedway, Kentucky Speedway, Las Vegas Motor Speedway, New Hampshire Motor Speedway, Sonoma Raceway, and Texas Motor Speedway.

CHALLENGES

SMI drives its revenue through the licensing of television, radio and broadcasting, ticket sales, sales of sponsorships and promotions, commissions from food, beverage and hospitality catering, event sales, souvenir motorsports merchandise, rental of luxury suites and sales of smaller-scale modified racing cars and parts. SMI are located in significant markets across the country speedways in Atlanta, Tennessee, North Carolina, California, Kentucky, Las Vegas, New Hampshire and Texas. Each speedway has a sales and marketing teams to drive sales for sponsorships, promotions, luxury suites and hospitality, and advertising signage in its local market.

SMI National Sales and Marketing saw an opportunity for better coordination with local and national sales teams to handle deeper national-scale partnerships. Michael Burch, Vice President of National Sales and Marketing said, "SMI provides a unique opportunity for national sponsors due to its long audience engagement cycle and they eagerly seek brand engagement at nearly every interaction. National brands in particular have a great opportunity to reach a wide audience across a number of different venues and mediums."



SPEEDWAY MOTORSPORTS, INC.

Vital Statistics

- Motorsports Facility Management and Promotion Company (NYSE:TRK)
- Promotes and hosts racing events sanctioned by NASCAR, IndyCar, NHRA, WoO and others
- Revenues: \$506M USD
- Headquartered in Concord, NC USA

Business Challenges

- Infrastructure needed to be automated to support both local and national sales team processes and reporting
- Local and national sales teams needed better coordination on opportunities

Solution

- Data migration from various legacy systems
- Configuration of Salesforce Professional Edition to support multiple product offerings and dependencies for individual regions
- Integration of several Salesforce.com instances
- Improved visibility into product pipeline and product sales at both the local and corporate levels
- Development of company-specific reporting on the local and national levels

Benefits

- Sales teams have visibility into company-wide activities at all levels.
- Local teams have ability to coordinate with national teams on larger sponsorship opportunities
- Fully automated system enables SMI to focus on scaling their business and working on creative opportunities with their partners

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~ Michael Burch
Vice President of National Sales & Marketing



SOLUTION

SMI engaged with MondayCall and Salesforce.com to design an infrastructure that would enable speedway teams to work with local entities but also to coordinate information with the national sales teams when opportunities arise at the national level. Similarly, national sales teams could easily see opportunities at the local level to identify and assist with national level relationships.

Pricebooks were set up to handle local pricing guidelines as well as to handle cross-region corporate sales opportunities. Screens were set up so that only valid options were available to the right people, streamlining the process for better efficiency and fewer errors.

A complex scorecard was created to show up to the minute sales goals versus what was sold. The report was also broken down for each speedway and for each category of product enabling management and team to track progress throughout the quarter.

“As we migrated our sales team to Salesforce.com, MondayCall has been invaluable in helping us set up our infrastructure and move our data to meet our industry specific needs,” said Michael Burch. “They did a great job on the front end of understanding our business and our specific needs. Most importantly, they backed up the proposal by delivering on the promise, including creating some sophisticated processes and dashboards/reports in the Salesforce Professional Edition.”

BENEFITS

The sales process at the local and national levels have been automated to provide greater efficiency and speed in both individual sales processes coordinated opportunities. This success has bolstered Speedway Motorsports to continue to rollout additional Salesforce licenses to all of its Speedways.

“We breathe motorsports – bringing great value to our audience and to the sponsors who wish to interact with them in real, meaningful and creative ways,” said Michael Burch. “MondayCall has really helped us focus on our business, providing expertise to wring the most value from our investment in Salesforce.com Professional Edition. They helped us achieve our goals and objectives; right in line with the budget.”

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