**Salesforce.com Selling Exercise**

**Case Study: Hiflow Industries**

Read the case study below to prepare for your 30-minute meeting with the President of Sales, VP of Sales (Projects & Distribution), CIO from **HiFlow Industries**.

HiFlow Industries is a enterprise level manufacturer of flow taps and sanitary fittings. HiFlow has two models of businesses – one catering to B2B (Projects) and other, a regular distribution network for B2B2C.

**Projects Business**:

The B2B is headed by the VP of Project Sales (rolls up to the President of Sales) who has a team of 30 sales executives spread across the country. The primary role of the sales executives is to sell into upcoming buildings both residential or commercial ones. They run a typical B2B sales cycle in terms of identifying leads and taking them through the opportunity journey to closure. Many a times, they participate in RFP’s and tenders and have a fairly long sales cycle as they sell into projects.

**Challenges:**

The VP of sales has been largely concerned with their falling revenue growth. Their inability to conduct deep account engagements is a growing concern. He firmly believes that they are not able to leverage their success and replicate them. They currently use spreadsheets to manage data and are unable to map relationships in terms of consultants, Architects and influencers of major projects though they believe that they have had reasonable relationships with them in one or the other projects of theirs. They are also unable to monitor rate contracts with their customers and that slows down the process of quoting and therefore the customer relationship.

**Distribution Business:**

The distribution business is headed by the VP of Indirect Sales (rolls up to the President of Sales) who leads a team of over 100 sales executives spread across the country. The sales executives are responsible to sell into an array of last mile hardware stores in their respective regions. Their typical day starts with visiting multiple stores based on a journey plan. They take orders from these stores and also the current stock levels of their products in these stores. All information is noted by the sales executives in their paper notes. In order to do effective branding, HiFlow provides cobranded sign boards of their brand and the dealer’s name that are put up in these stores.

**Challenges:**

The VP of sales during a recent visit to some of their top stores has been hearing that they don’t get to know the status of the orders placed and have requested for some form of communication on the order status. They have also been alerting him on complaints from customers on the quality of their products, however these are not captured or documented. One of the increasing problems is intense competition both in terms of price and the schemes they run for the dealers. The VP is wanting to run rebates and discounts for these dealers but feels handicapped without an effective system to conduct this. He also feels that the sales executives do not follow enough discipline in attending to all of the outlets and the coverage has reduced leading to leakage in revenues.

The President of Sales who runs the entire business is aware that some of the similar companies use a CRM and have been able to effectively monitor their sales and is wanting to invest on a CRM. He is considering multiple products and has heard Salesforce is a leader in the Segment. However, he feels that Salesforce is an enterprise category product and may not fit into their scheme of things.

Objective:

The objective is to present a point of view of how Salesforce can cater to them and resolve their challenges. You are also expected to handle all objections mentioned herein and those that emerge during your presentation. An expected outcome is to have chalked out a clear next step that is positive towards leaning their interest towards Salesforce.

During the presentation you will be evaluated on your ability to do the following things:

a. Leading an effective executive-level sales meeting

b. Ask the appropriate discovery questions

c. Deliver a clear and concise presentation

d. Handle objections

e. Manage available time (30 minutes)

f. Close the meeting and get to a well-defined Next step

**I. Qualification Summary:**

Company name: **HiFlow Industries**

Annual revenue: Rs 150 Crores

Employees: 130 sales people

Locations: PAN India

Product: Flow taps, Sanitary Fittings & Hardware

Sales uses Spreadhseets

Salesforce.com competition: ZOHO & Bizom.

**II. Meeting Attendees:**

1. President of Sales
2. SVP of Sales (both Projects and Distribution)
3. CIO – Believes in outsourcing & Building products

**Expectation** : To create an Account POV, propose solutions that will resolve current business challenges but also paint a broader picture around expansion of Salesforce in all segments of the business. The Case Study can also involve 5 min discovery with the Panelist (If more info and direction is needed by the Candidate)

**Slides : <4 Productive Slides, more time to Q&A**