



FOREFRONT FORKLIFTS FRAZA'S SALESFORCE CRM DELIVERS CRITICAL SALES DATA, REMOVES ACQUISITION OBSTACLE FOR FORKLIFT DEALER

Overview

Like many growing companies, Fraza, a Michigan-based forklift dealer, had trouble scaling its Salesforce CRM solution and onboarding acquired companies. The issues centered on inefficient processes and bad data.

Challenge

With a growth strategy focused on the acquisition of competitors in key markets, and with success dependent on improved sales operations, Fraza executives knew they needed to upgrade their CRM capabilities.

Improved processes were needed to manage opportunities, accounts, and contacts more efficiently. New automations were necessary to ensure that quotes and contracts for vehicles, parts, and accessories were handled more effectively. And trustworthy, up-to-date data was required to ensure that forecasts and dashboards were current and correct.

Solution

ForeFront utilized its experience-based project Blueprints to accelerate and guide the re-configuration of sales processes. Next, ForeFront cleaned up the existing data to guarantee clean data going forward. Then the team connected Salesforce Sales Cloud to Fraza's Sales Rep's Assistant (SRA) Forklift Quote Software and Configurator.

Finally, the team trained management and sales staff how to be more productive with the revamped CRM, to use the improved quoting and contract management capabilities.



Salesforce Sales Cloud



Implementation
Training



Global Forklift Market:
\$60 Billion



Outcome

Fraza can now use the full capabilities of Salesforce CRM. They also have complete insight into sales operations, clients, quotes, and contracts. The overhauled Salesforce solution, onboarding templates, Blueprint, and documentation give Fraza the ability to onboard acquired companies quickly.

Data quality is a critical business need. ForeFront has extensive experience helping dealers build a reliable data foundation for their operations.



ForeFront

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