

CASE STUDY

GENERAL CABLE Manufacturing

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Brian Moriarty, Vice-President, North American Sales



General Cable is a Fortune 500 company headquartered in Highland Heights, Kentucky. It is a global

leader in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the energy, industrial, specialty and communications markets around the world. The company offers competitive strengths in areas such as breadth of product line, brand recognition, distribution and logistics, sales and service and operating efficiency.

Key Principles for Success

General Cable followed these three key principles to ensure the CRM implementation was a success.

- 1 Sales leadership had direct participation, driving how the solution would be most valuable to the sales team
- 2 The leadership of the IT team ensured that the solution was implemented quickly and took ownership of supporting the solution
- 3 The solution was kept simple and familiar to the team to drive adoption and to build on this to improve sales productivity

Key Benefits

- Can more quickly qualify opportunities in the sales cycle
- Reduce the time spent preparing reports by more than 25%
- Stay on top of opportunities by both sales and sales management
- Reduce by 50% the time spent bring new hires on board
- Provide key information to customers at any time from the inside sales team

The team has been able to spend more time selling by reducing time spent on administration. They can prioritize which deals to spend most time on, and bring new sales members on board more quickly, based on improved interaction tracking with customers and partners.

Steve Stanford, Vice-President of Sales, Specialty Market, at General Cable, says: "CRM has made it easier for my team to prioritize where to spend their time and has given them increased visibility into how they are meeting their sales goals. It has also given me a way to reinforce our sales process."

The management team has been able to provide more effective coaching to help the team identify new strategies to move deals through the pipeline more quickly.

"Since I can see the status of every opportunity, CRM enables me to make recommendations to the team that they may not have thought of to move a deal along more quickly," says Craig Snyder, Vice-President of Sales, OEM, at General Cable.

"We selected Microsoft Dynamics CRM, now Dynamics 365, because it would be the most intuitive solution for our team to adopt," says Brian Moriarty, General Cable's Vice-President of North American Sales.

Moriarty adds: "We selected Fullscope because we wanted a partner who would ensure that we stay focused on how to leverage CRM to make our team more productive, not just come in and implement features we thought we wanted."

General Cable initially rolled out Dynamics 365 to 250 users across eight different sales teams in North America. The solution is helping the team increase sales productivity by better managing and following up with prospects and customers and helping it to stay on top of its pipeline.

Per Cheryl Stevens, Director of Technology, "Adoption was critical out of the gate and now that we have everyone using CRM in the sales organization, we keep adding new capabilities that continue to help the team to be more productive."

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