



How Crimson Hexagon uses Attend to get sales involved in events

CHALLENGE

Crimson Hexagon wanted to make sure they were making the most of their investment in events by ensuring consistent and relevant follow-up with event leads. Getting sales more involved in events was a major initiative. Keeping track of the conversations and meetings that take place was a challenge and resulted in great prospects slipping through the cracks.

They needed a way to:

- Get sales more involved in the event process
- Keep track of event conversations with prospects
- Enable prompt and relevant follow-up with event leads

SOLUTION

Attend gave sales more visibility into the event process. Access to the attendee list allows sales to run SDR competitions to see who can book the most onsite meetings prior to the event. Reps were able to use Attend's mobile app take to notes on prospect conversations which sync with Salesforce. This enabled SDRs to access valuable information from event conversations when following up with prospects, leading to a massive increase event lead conversion.

RESULTS

1

Sales visibility into events gave SDRs the opportunity to be more involved

2

The Attend app allowed SDRs to keep track of prospect conversations

3

Context around event interactions gave SDRs a meaningful conversation starter for post-event follow-up

"Attend allows our SDRs to take detailed notes on conversations with prospects at events and sync those notes with Salesforce. Now, when event leads are passed to our sales reps, I am confident that they have enough information to carry on the conversation in a meaningful way."

-LILIANA OSORIO, UK MARKETING