

How EverTrue Empowers Sales at Events with Attend

CHALLENGE EverTrue is a fast growing tech startup that uses a strategic event strategy to help build and accelerate their sales pipeline.

Events were an effective way for EverTrue to strengthen relationships with prospects and customers, but they faced some common event challenges:

- At events, Account Executives had little insight into where prospects were in the buying cycle. The need to access information on specific prospects and their stage in the pipeline became increasingly important as the number of events grew.
- To keep track of event interactions, the team relied on Google docs and handwritten notes that would later be manually entered into Salesforce. This was time consuming for the sales organization and created a disruption in the pre- and post-event workflow for the marketing team.
- The results driven startup didn't have a way to measure the ROI of their events strategy or a way to streamline the workflow between the event marketing team and the company leadership attending events.

SOLUTION EverTrue implemented Attend as a tool to help solve these challenges. With Attend, EverTrue's sales team is empowered with the info and the tools they need to create and accelerate pipeline. EverTrue can now measure event ROI and better manage the workflow between the event marketing, sales and leadership teams.

RESULTS

1

The sales team can access relevant attendee info like CRM data, social profiles, and photos on-site and can easily log notes

2

Event data and notes sync with Salesforce for faster and more relevant event follow-up

3

Executive team now has visibility into sales activity at events and event ROI

"Attend is a key part of our Event Strategy. There isn't another platform out there that will improve pre-event, during event and post-event workflows like Attend does. The team has found great success with the platform, allowing us to increase communication and collaboration between Marketing and Sales, while optimizing the ROI for our events channel."

STEPHEN WILLIAMS, VP OF MARKETING