

CUSTOMER CASE STUDY
November 2016



Buckner

**How Buckner increased revenue
by 25% while making reps more
comfortable with the CRM.**





TopOPPS forecasts gave Buckner Companies confidence to increase inventory by over \$100M.

In January 2015, Matt Dooley decided to use TopOPPS to help his team keep their heavy equipment rental calendar booked to prevent lost opportunities and to reduce idle equipment. Forecasting was historically difficult causing lack of confidence in inventory availability. There was insufficient pipeline data to effectively plan.

Matt expressed that he didn't want his reps to feel he was shoving them into the CRM, yet he needed to plan for the proper utilization of equipment. "I felt like I was constantly saying Update, Update, Update." Buckner needed to know which deals would close and when. Without this empirical data and facts - they could not add the inventory necessary to meet the potential revenue.

A year later, Matt credits TopOPPS' Rep Assistant for 25% more sales due to the dramatic increase in data supplied to the CRM by the reps. "TopOPPS makes the sales rep comfortable with the CRM. It

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Customer Success Story

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prompts my reps to what needs to be updated by automatically showing up in areas they naturally work - their email, calendar, mobile app and lastly, the CRM.

Finally, Buckner Companies has accurate and predictable sales forecast now enabling them to max out revenue generation within their current fleet. Matt tracks the HealthScores of the opportunities so he can forecast for the deals he knows are good in the pipeline and the deals TopOPPS predicts will come in. Matt operates with “backlog confidence” because they are sufficiently equipped for the deals in the forecast.



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