

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

A composite image of three men in business attire. The man on the left is older with short grey hair, wearing a dark shirt. The man in the center is younger with dark hair and glasses, wearing a grey suit, white shirt, and blue striped tie. The man on the right is a close-up profile of a man with a beard and mustache, wearing a light-colored shirt.

SECRETS TO BUSINESS GROWTH:

TIPS FROM 3 SUCCESSFUL ENTREPRENEURS

Introduction

SMALL BUSINESS POWER

Small businesses account for over 50% of all private sector jobs. 96% of all Australian businesses are small. Numbers like that illustrate best that small businesses don't just "matter," they define and drive the economy. A day in the life of a small business, however, does not typically consist of getting a pat on the back for all this. Most owners grapple with the stressful question of how to maintain and grow their business.

In order to give you a head start answering those questions, the leaders of three rapidly growing businesses agreed to share the secrets to their success. Read on to find out what helped these businesses perform to their maximum potential and sustain impressive growth.

Table of Contents

- 01** Ash Richardson
desu Designer Homes
- 02** Richard Kew
Platinum Direct Finance
- 03** Norm Black
Trip A Deal

Chapter 1:

Ash Richardson

Ash is the General Manager of **desu Designer Homes**, Australia's longest standing name in steel frame housing.

INDUSTRY

Manufacturing

FOUNDED

2007

GROWTH RATE

Over 21% a year

EMPLOYEES

10

“As a smartphone user I immediately understood the value of the AppExchange as a way to add apps intuitively.”

-Ash Richardson, General Manager, desu Designer Homes

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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Automate sales processes to improve efficiency.

We started with a 210-step process to deliver a custom home, from expression of interest to delivering the house keys. Using workflow triggers and automation removed a lot of the opportunities for manual error and was critical to streamlining the end to end sales cycle.

#2 Get new team members up to speed quickly.

On boarding new team members is infinitely easier now that processes are mapped out in Salesforce. Staff can easily share their knowledge and collaborate in Chatter. As a result, we have cut down the induction process from three to four months to around two to three weeks.

#3 Stay innovative within your industry.

desu Designer Homes is reaping the rewards in the form of increased sales, which tripled in five years despite a market crash. We are reimagining the steel homes industry with a mobile business model and have no intention of putting the brakes on innovation.

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Question 2

How I Measure My Business Success

Revenue growth:

Despite the global financial crisis and a market downturn, our revenue tripled in the five years since 2007.

Productivity improvements:

The biggest process benefits derive from setting up workflows and from assigning the generic role to each step. Not only does the team know what should happen next, but also who is responsible for making sure it happens. And we expect that to improve as we continue to innovate and introduce changes into our sales model.



Total project time is reduced by around 10% so far, and we expect that to improve as we continue to innovate and introduce changes into our sales model.



Question 3

What's the Best Advice You Could Give Others

Our philosophy is to place clients in full control of their projects, which can only be achieved with transparency.

I spent six months unravelling existing processes and stripping them back to grass roots to define what they should be in order for the business to run at maximum efficiency. The result was new transparency across complex projects involving multiple parties, including designers, manufacturers and building contractors. In Salesforce any one of the many people working on a project immediately knows exactly what's happening and can accurately gauge the customer's level of satisfaction.



“Create transparency and open communication for teams, management and clients.”

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Chapter 2:

Richard Kew

Richard is the Director of Platinum Direct Finance.

INDUSTRY

Financial Services

FOUNDED

2005

GROWTH RATE

Over 44% a year

EMPLOYEES

40

“We’ve engineered efficiency into every process using Salesforce - revenues have risen 44% in just six months.”

-Richard Kew, Director, Platinum Direct Finance

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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Insights help steer the business and drive high performance.

Performance dashboards feed critical analytics to the business on buying patterns, dealership performance, regional sales and individual performance, to keep us on track. We also use those insights to allocate our marketing budget more efficiently.

#2 Taking control of the end-to-end sales cycle.

We've engineered efficiency into every process using Salesforce - giving us the ability to close deals faster and deliver a complete solution to the customer in record time. Reports that once took hours now take as little as a minute and revenues have risen 44% in just six months.

#3 Empowering our team.

Crowd sourcing ideas from employees generates additional efficiencies - a lead or opportunity that isn't followed up in a timely manner triggers a notification making it available for anybody to take it over and make it their own. This culture of healthy competition encourages initiative among our people, allowing them to self-regulate their performance and develop fresh ways to engineer their own success.

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Question 2

How I Measure My Business Success

Return on investment:

We treat lead management as a science. We track leads from the webpage where they entered the system, back to the ad the prospect clicked on to get there, the keyword in Google that triggered the lead, all the way through the lifecycle to deal settlement. Spend per web lead was reduced by 30% in 4 months. We're making it as exact a science as possible.

Revenue growth:

Our revenue rose 44% in just six months, since implementing new technology and taking control of the end-to-end sales cycle.

Staying true to our values:

We have three core values - honesty, integrity and delivering incredible customer service. By constantly improving our business efficiencies we are able to better maintain our core values both within Platinum Direct Finance and the interaction with our customers.

“

Our people have embraced Salesforce wholeheartedly – it genuinely makes their jobs easier.

”

Question 3

What's the Best Advice You Could Give Others

Choose a sales system which is flexible, intuitive and easy to maintain.

This has encouraged a positive attitude towards the technology we use. We chose a system we could roll out quickly and efficiently, that had a familiar social media interface and was intuitive to use for our largely sub-thirty employee base.

Technology is key to success and customer satisfaction.

You pass on the efficiencies you create with your business to your customer. We are founded on delivering the best possible customer experience when

purchasing and financing a new car, boat or truck. Our customers should walk away feeling that not only did we tick all of their boxes, but we did it quickly and efficiently.

Become more intelligent about customers.

We have a 360 degree view of all data while on the phone to a customer. We know who their broker is and when they will buy again. If you do not know more about your customer than they think you know about them, how do you expect to deliver exceptional customer service.

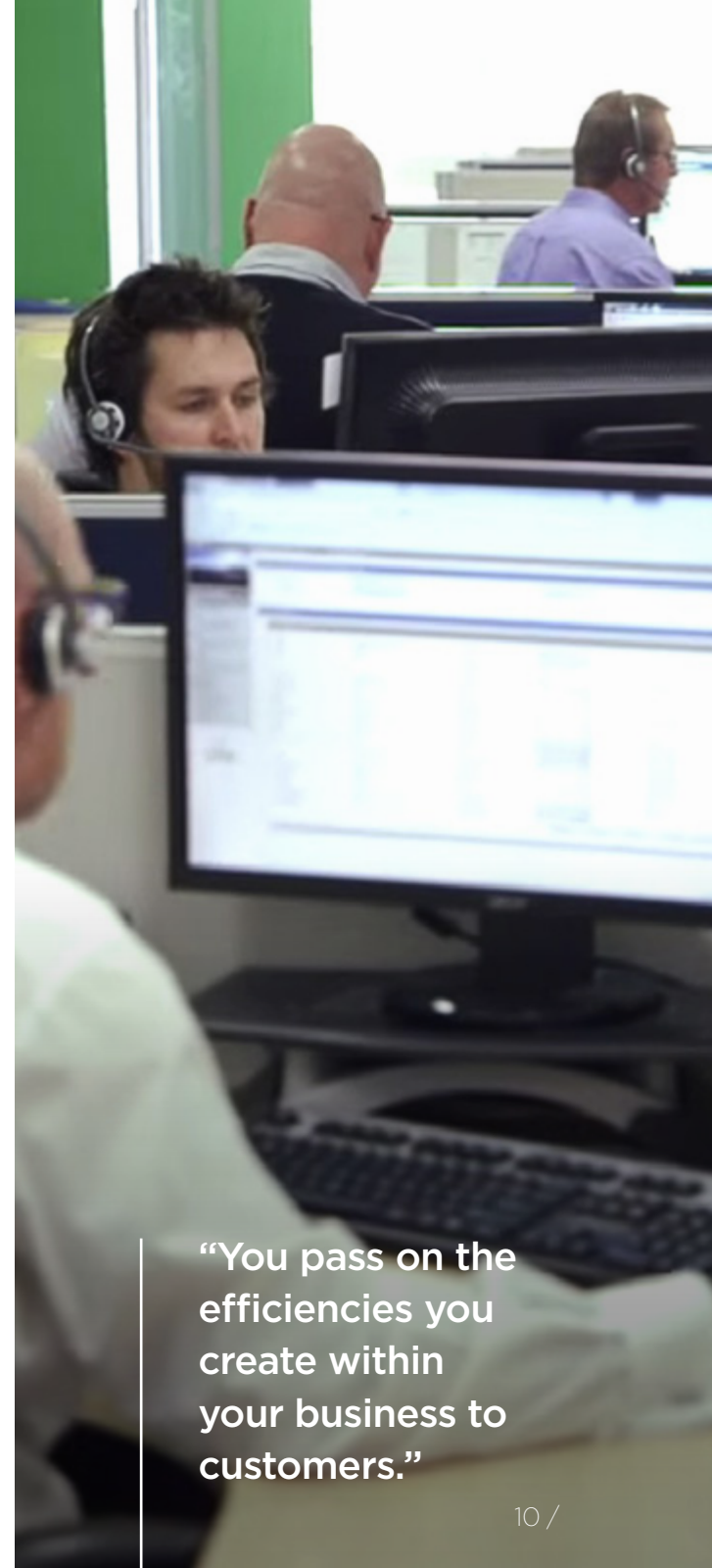
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“You pass on the efficiencies you create within your business to customers.”

Chapter 3:

Norm Black

Norm Black is the Founder of Trip A Deal, a deals website delivering limited time offers on travel adventures, at hard to beat prices.

INDUSTRY

Travel & Leisure

FOUNDED

2011

GROWTH RATE

Over 70% a year

EMPLOYEES

5



“I’m amazed by the difference Desk.com makes to sales conversions – we’re growing at an incredible rate of 70% year on year.”

-Norm Black, Founder, Trip A Deal

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Question 1

THREE THINGS THAT HELPED MY BUSINESS GROW

#1 Being an online start-up, flexibility and usability is a must.

We built Trip A Deal on a Heroku platform. We found Heroku made perfect sense, it provides an easy interface to update daily deals without requiring a degree in technology.

#2 Seamless customer service across time zones.

Trip A Deal chose to transfer its customer enquire management function into the cloud, on Salesforce Desk.com. Desk.com aggregates customers, calls, emails and social media posts into a single case management process with workflow.

#3 Be Mobile, Be Competitive.

We have an instant messaging app for smartphones and tablets that adds another dimension in real time customer service, letting customers live chat with active agents from anywhere at any time. We've had customers literally contact us while on an adventure to book their next adventure for the following day.

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Question 2

How I Measure My Business Success

Customer satisfaction:

By integrating live chat with Desk.com means we're hearing the customers voice on how to improve the site for the first time.

Web traffic:

We have seen traffic to Trip A Deal increase by an incredible 500%.

Average customer spend:

In parallel with the exponential growth in traffic, average customer spend has increased five-fold. Where we once specialised in unique activities in the \$100 - \$300 price range we now find we are predominantly selling five-to-ten-day all-inclusive packages in the \$1,000 to \$2,000 range.

Initially we couldn't convert the larger packages but now as soon as someone lingers on a product a live chat is started and conversion rates from look to sale are now at 80%.

“

When you're booking a unique experience you want solid contact, not 'I'll get back to you'.

”

Question 3

What's the Best Advice You Could Give Others

Listen to your customers and give that personal touch.

Using chat to help with queries and last minute questions at the checkout has improved sales by 70%. That's huge for the business!

Use every opportunity to spread the word on your company.

Through a combination of word-of-mouth, repeat customers, an increase in affiliate support and a better service experience for customers in Salesforce Desk.com, we have watched Trip A Deal grow further.



“Be mobile, be competitive!”

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SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

32% Improvement in win rate.

40% Increased sales productivity.

32% Increase in sales revenue.

Source: Salesforce.com Customer Relationship Survey conducted March 2014, by an independent third-party, Confirmat Inc., on 5,200+ customers randomly selected.



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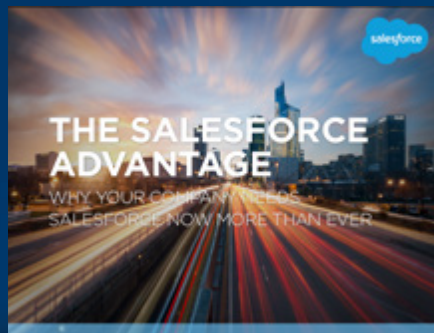
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THE CUSTOMER SUCCESS PLATFORM