



CUSTOMER SUCCESS STORY

**CUSTOMER**

Sebesta Blomberg

**INDUSTRY**

Engineering, construction and related services

**LOCATION**

Roseville, Minnesota

**Number of Locations**

10

**Number of Employees**

200+

**SYSTEM**

Sage CRM SalesLogix

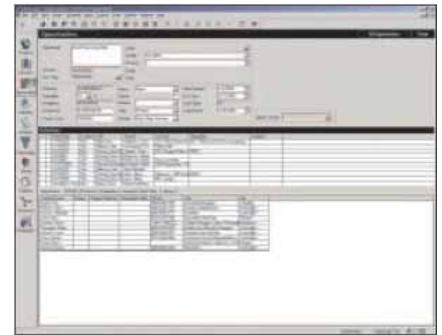
## Sage CRM SalesLogix QuickStart Provides Sebesta Quick Implementation and Results

Sebesta Blomberg, an engineering firm in Roseville, Minnesota, fills an unusual industry niche. It manages and provides construction services in facilities, including specialized systems such as lighting and power distribution.

Naturally, a company with such a unique blend of services also has a unique way of selling. The majority of the company's "salespeople" are engineering experts or project managers whose primary jobs reside outside of sales.

**Coordination of Efforts Needed**

With a mobile workforce of 200+ employees, and nearly a third engaged in some sales activities, coordinating everyone's efforts was difficult. "We ended up tripping over each other," said Dan Tollman, Sebesta Blomberg COO. "We had instances where three different people would phone the same contact in one day. We needed more effective communication." "We wanted a system that was simple, easy to use, and as intuitive as possible. Sage



CRM SalesLogix appealed to us because we could easily customize an array of screens, and they offered at QuickStart program to get up and running in 30 days guaranteed."

"We looked at other solutions, including one produced by the maker of our project management and accounting system," Tollman recalled. "But, they were just too much. They were so complex and they lacked end-user friendliness. With Sage CRM SalesLogix we were able to purchase a highly customizable product, but we could buy it as you would an off-the-shelf system," Tollman said.

**CHALLENGE**

Without a CRM solution, Sebesta Blomberg's salespeople weren't effectively communicating. They wanted a simple, intuitive, easy to use solution to coordinate efforts across their entire team.

**SOLUTION**

Sebesta selected Sage CRM SalesLogix and participated in the Sage CRM SalesLogix QuickStart program, which offers licenses, installation, minor customizations and training with a guarantee of being up and running in 30 days.

**RESULTS**

Because of Sage CRM SalesLogix, Sebesta Blomberg has gained a consolidated view of opportunities and accounts yielding more efficient management and more accurate forecasting.



Your business in mind.

