

Concept & Commercient SYNC

Commercient Partner Program



Attract New Leads



Enhance Sales Outreach



Optimize Technology

Concept.

CELEBRATING 20 YEARS
OF B2B LEAD GENERATION

Company Profile

Concept develops and implements comprehensive B2B lead generation and sales development solutions for companies. With the core goal of driving new business for each unique client, Concept creates customized programs and provides standalone services that equip sales teams with the tools and technology they need to increase revenue for your organization. Concept believes that the key to any successful sales strategy is incorporating a mix of outbound lead generation, lead management, digital marketing, CRM implementation & platform administration, and in-depth data reporting to generate, qualify, and nurture opportunities all the way from first contact to signed contract.

LOCATION

Copley, Ohio

SERVICES

Salesforce Implementation & Training, HubSpot Implementation & Training, Sales Development & Digital Marketing Services

INDUSTRIES SERVED

Small to Medium Businesses, Manufacturing, Capital Equipment, Construction Equipment, Material Handling, Supply Chain & Logistics

SOLUTION

Commercient Partnership

CHALLENGES	SOLUTIONS	RESULTS
<p>Modernize the overall sales and marketing processes of businesses</p>	<p>Two distinct solutions are offered, Salesforce or HubSpot</p>	<p>Concept helps businesses to better manage customers, opportunities, leads, marketing, and more</p>
<p>Data between CRM and Accounting systems (ERPs) remained siloed</p>	<p>Commercient offers SYNC, the #1 data integration platform for sales</p>	<p>Sales teams can quickly access important ERP data directly in Salesforce or HubSpot CRM</p>
<p>Continue enhancing clients' processes, such as access to inventory and customer data</p>	<p>Concept and Commercient</p>	<p>Businesses have a full view of sales, inventory, customers, and more</p>

Notes & Results

- **Concept is a full service sales and marketing consulting firm** and develops and implements comprehensive B2B lead generation and sales development solutions for companies, and CRM implementation, including Salesforce and HubSpot.
- **“Salesforce gives our clients real time visibility into the leads, analytics, opportunities, and all the information we are generating for them,”** said Joe Stephan, Director of CRM and Technology at Concept.
- The company worked with **Commerciant to integrate their client’s ERP and Salesforce data, giving the sales team a full view of sales and customers.**
- **“Our clients want their sales team to know what the inventory looks like or how many orders they received from a customer. SYNC gives them that ERP data, and that’s the big benefit of Commerciant,”** explained Stephan.

ABOUT COMMERCIENT



Commercient SYNC provides consulting partners with a quick and efficient data integration solution for their clients. We work closely with consultant partners to provide a seamless integration, while they manage their clients' overall integration project.

SYNC can integrate 110+ ERP systems with your client's CRM.

Let our expert helpdesk, support and sales teams assist you with delivering exceptional results to your client.

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