

# The Lodestone Group & Commercient SYNC

Commercient Partner Program

IMPLEMENT

INTEGRATE

AUTOMATE

ANALYZE



The  
Lodestone  
Group



## Company Profile



Over 20 years of experience building the future. Founded in 2018 by Zack Martin, The Lodestone Group specializes in building ROI-driven (and award-winning) sales, marketing, and service solutions for small and medium-sized businesses in the United States. They are passionate about the trust they build as a Salesforce Partner and uncompromising in the work they do. The Lodestone Group exists to simplify decision-making for our Clients. They do this by leveraging the best of technology and the brightest of minds. “We listen. We learn your business. We help you accelerate your vision.”

LOCATION	<i>Springfield, Missouri</i>
SERVICES	<i>Salesforce Consultant</i>
INDUSTRIES SERVED	<i>High Technology, Professional Services, Health &amp; Life Sciences</i>
SOLUTION	<i>Commercient SYNC</i>

CHALLENGES	SOLUTIONS	RESULTS
Help businesses modernize their sales processes by implementing a powerful CRM	Salesforce, the market-leading CRM	Businesses achieve digital transformation with the assistance of The Lodestone Group
Data between Salesforce and ERPs remained siloed	Commercient SYNC, the #1 data integration platform for sales	Sales, marketing, and customer service teams can access important ERP data in Salesforce
Continue to support and assist businesses as they grow	The Lodestone Group and Commercient	Businesses have a 360-degree view of customers, sales, and marketing

### Notes & Results

- **The Lodestone Group specializes in building ROI-driven (and award-winning) sales, marketing, and service solutions** for small and medium-sized businesses in the United States. **They are passionate about the trust they build as a Salesforce Partner.**
- **“As a Salesforce partner, we provide solutions for sales, marketing, and service,”** said Zackary Martin, Owner at The Lodestone Group. **“We help to improve best practices in sales and marketing with Salesforce, giving the right data to the right people at the right time.”**
- The Lodestone Group partnered with **Commercient to implement SYNC to integrate important ERP and Salesforce data. This gives businesses a complete picture of customers, sales, and marketing.**
- **“SYNC helps with the customer 360 by providing the sales team with data like orders, invoices paid, stock levels,”** said Martin. **“Commercient is an affordable option for our clients, and the time to implementation is super fast. It’s a managed service, one point of contact.”**

## ABOUT COMMERCIENT



Commerciant 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 150+ 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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