MMI Bridges the Gap Between Marketing and Sales
Salesfusion’s integration with Microsoft Dynamics Generates Leads

The Situation
Managed Maintenance, Inc. (MMI) used to have a marketing automation program for Marketing and a CRM program for Sales – two useful solutions on their own, but both were siloed and not sharing data. Without integration and automation, there were no opportunities for lead scoring and tracking.

The MMI team was fed up with manually going into the CRM, collecting opportunities and leads, then importing their information into the marketing automation system. They needed a technology were data flowed automatically from each system.

The Solution
Salesfusion enabled MMI to overhaul their lead generation and lead scoring programs. Salesfusion’s integration with their CRM, Microsoft Dynamics, allows Marketing and Sales to work as a team, reviewing important lead qualities and defining valuable website pages and actions. Once a lead hits a certain score – they immediately go into the CRM, where Sales reps either close the deal or put them back into Salesfusion for continued lead nurturing.

Trish McLoughlin, Marketing Manager–MMI: “Sales can go into the CRM, and they don’t have to jump into another system. They can look up the contact, and then have all the information they could possibly need on that contact. Every email they’ve [the contact] ever received, how many times they opened it, if they’ve clicked through, if they’ve filled out a form for a webinar. It creates accountability in the organization.”

About MMI
MMI is a professional management service provider for technology manufacturers, their channel partners, and distributors at mid- and large-sized companies. They work to maximize service contact and equipment replacement revenue without interrupting support coverage. MMI is headquartered in Boca Raton, FL.

MMI Uses Salesfusion for:
- Lead Scoring
- Whitepaper Downloads
- Email Campaigns
- CRM Management
- Nurture Campaigns

Tangible Benefits:
- Sales appointments created from lead scoring
- 75% increase in lead generation in first year
- 30% of 2012 business was run through Salesfusion
- Increased email click through and open rates

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