



## Total Structures, Inc. Gets Support from Microsoft Dynamics CRM Online to Enhance Sales Force Productivity

### SITUATION

When major event organizers require a structure to support the lighting, staging and public address equipment necessary to make their show a success, they come to Total Structures. The firm's salespeople must possess a high degree of technical ability to map out what can be done. Managing the sales and delivery of services using Microsoft Office Excel® spreadsheets and e-mail alone wasn't sustainable for them. "We have a long sales and fulfillment cycle," explains Adrian Forbes-Black, vice president for Total Structures "In order to keep tabs on prospects and shepherd opportunities to closing, our techie salespeople need a CRM tool to guide them through the sales process."

### SOLUTION

Total Structures is a small company that lacked the staff to support an in-house solution. "That was a major reason I chose the Microsoft [Dynamics] CRM Online implementation model," says Forbes-Black. To date, he has completed basic customization of the sales module, adding an IM field and removing non-essential fields. Next, sales processes will be encoded into workflows to automate communications and reminders that nudge salespeople along. Soon after, the service and marketing modules will be phased into use. "Microsoft [Dynamics] CRM [Online] is easy to use, which helped with buy-in from our salespeople," says Forbes-Black.

### BENEFITS

"Microsoft Dynamics CRM Online leads our salespeople through the process," explains Forbes-Black. "It was a no-brainer to go with because an increase in efficiency alone will more than make up for the inexpensive cost." By going with an online deployment model, the company's mobile sales force can easily work offsite. "Our people can access the customer database through an Internet connection, which allows them to work independently," says Forbes-Black "They can access a prospect's record from a trade show and understand the relationship we've had with them in the past, for example." And because customer data is centralized, employees can access it and continue to do work when their colleagues go on vacation or leave.

**"Microsoft Dynamics CRM Online serves a vital role in substantially increasing the efficiency of our salespeople."** Adrian Forbes-Black, Vice President, Total Structures

#### COMPANY

Total Structures, Inc.  
[www.totalstructures.com](http://www.totalstructures.com)

#### VERTICAL INDUSTRY

Manufacturing

#### SEGMENT

Small Business

#### COUNTRY/REGION

United States

#### SOFTWARE AND SERVICES

Microsoft Dynamics CRM Online  
Windows Small Business Server  
Microsoft Office  
Microsoft Exchange Server  
Windows XP Professional and  
Windows Vista® Business

#### MICROSOFT PARTNER

Workopia, Inc.  
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