Lorama Group

Lorama Group is a strategic partnership of several companies specializing in the distribution, research, development, and manufacture of sustainable raw materials and color technology solutions for many industries. Striving for a greener tomorrow, Lorama Group works to reduce the environmental impact of their facilities, their customers, and the paint industry.

Jake Jevric is the Vice President of Lorama's North American Division, as well as the company's Vice President of Global Marketing. Jevric was instrumental in selecting Pipeliner CRM for the company to help facilitate sales team transparency and agility.

"Generally speaking, Pipeliner is used to track and review sales activities, both from the quality and quantity dimensions," Jevric explains. "This is in terms of how many calls we are making with respect to which accounts. When we do make a call, which

Lorama Group

INDUSTRY:
Manufacturer and Distributor of Paints

SPECIALTIES:
Paint & Coatings

COMPANY SIZE:
51-200 employees

WEBSITE:
http://www.lorama.com/

Jake Jevric
Corporate Vice President

product lines are we discussing, and what are the exact comments? Pipeliner captures dates of those comments so we can see quality and quantity dimensions."

Specific Requirements

When searching for a CRM solution, Lorama had very specific requirements. "To begin with, we wanted something that was 100 percent offline ready—we can't do web portal-type CRMs for our international team," says Jevric.

Pipeliner CRM comes in two different versions—Pipeliner CRM Cloud Version, which is completely operational in the cloud, and Pipeliner CRM Hybrid Version, which installs on desktop and mobile devices and will function offline as well as online. For companies such as Lorama, with reps who are often operating without internet access, the choice of Pipeliner's Hybrid Version is a natural.

A number of other CRM solutions were eliminated pretty much right away. "Some of the larger ones like Microsoft and Oracle and just too all-encompassing," Jevric relates. "They have too much functionality. It's daunting. Most companies don't need all that— it's overkill."

Pipeliner served the remainder of Lorama's requirements quite well. "The interplay, the speed and the interface looked fantastic," Jevric says. "We love the ability to pull data effortlessly out of the system and structure it in a report mechanism."

Another factor which sold Lorama on Pipeliner was its customization. "We also really liked the ability to customize the inputs we wanted—checkboxes, free-form fields and drop down menus," Jevric adds.

For Lorama, Pipeliner rolled out easily, and administration is very part-time.

Transparency

"The biggest overall change that Pipeliner has brought to our company is real-time transparency for management," Jevric concludes. "For sales, it's given them transparency but also a unified bucket of data collection so they can sort it any way they want. It brings efficiency.

"I've already recommended Pipeliner to others. It's good system that's cost-effective and functionally nimble."
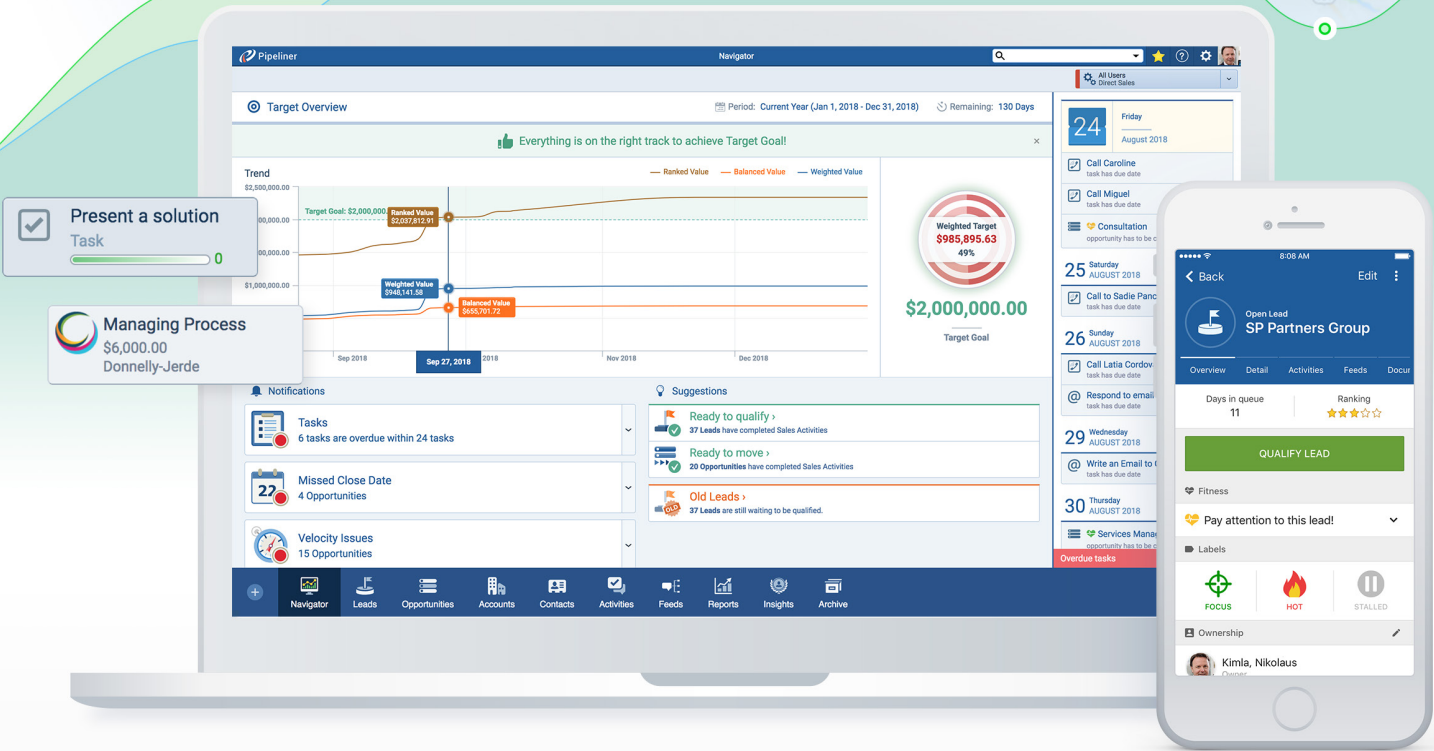
Pipeliner CRM

Enabling Sales Teams, Minimizing Risk!

TRY IT FREE or **FIND OUT MORE**

Beaudry, Gilles
Sales Representative at Acmecorp
$ 215,800 — 100 %

Perez, Vanessa
Sales Representative at Acmecorp
$ 192,300 — 93 %

Larson, Julie
Sales Representative at Acmecorp
$ 134,254 — 62 %

Huang, Lee
Sales Representative at Acmecorp
$ 104,250 — 59 %

Present a solution
Task

Managing Process
$6,000.00
Donnelly-Jerde

Target Overview — Period: Current Year (Jan 1, 2018 - Dec 31, 2018) — Remaining: 130 Days

Everything is on the right track to achieve Target Goal!

Trend — Ranked Value — Balanced Value — Weighted Value

Target Goal: $2,000,000 — Ranked Value $2,037,812.91

Weighted Value $948,141.58

Balanced Value $655,701.72

Sep 2018 — Sep 27, 2018 — 2018 — Nov 2018 — Dec 2018

Weighted Target $985,895.63 — 49%

$2,000,000.00 — Target Goal

Notifications

Tasks — 6 tasks are overdue within 24 tasks

Missed Close Date — 4 Opportunities

Velocity Issues — 15 Opportunities

Suggestions

Ready to qualify › — 37 Leads have completed Sales Activities

Ready to move › — 20 Opportunities have completed Sales Activities

Old Leads › — 37 Leads are still waiting to be qualified.

Navigator — Leads — Opportunities — Accounts — Contacts — Activities — Feeds — Reports — Insights — Archive

8:08 AM — Back — Edit

Open Lead
SP Partners Group

Overview — Detail — Activities — Feeds — Docur

Days in queue — 11 — Ranking

QUALIFY LEAD

Fitness — Pay attention to this lead!

Labels — FOCUS — HOT — STALLED

Ownership — Kimla, Nikolaus