



# Double Your Customer Relationship With DemandFarm's Org Chart

**Industry:** IT Services  
**Sector:** Healthcare Sector

On account of the identified challenges, the client was unable to strengthen relationships with their customer account contacts and leverage influences within the account. The cascading effect was felt in their sales and business performance.

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Poor visibility on executive contacts



Finding the best route to reach decision-makers



Lack of internal team alignment strategies

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## The Solution: DemandFarm's Org Chart:

With their expertise in dealing with several organizations with similar issues, DemandFarm was able to suggest an effective solution to the client – DemandFarm's Org Chart.

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### The Org Chart from DemandFarm helped the client



Clear visualization of the customer team hierarchy and decision-makers to accurately capture relationship owners and focus on targeting the right stakeholders.



Influence Mapping feature to chart the internal political map of their customers & leverage relationships with champions to close deals faster.

## Key Benefits: Improved Sales Efficiency

The Org Chart solution recommended by DemandFarm resulted in

- ✓ Doubling the number of champions within different accounts.
- ✓ Faster & more efficient deal closures from the sales team with the assistance of influence mapping & decision-making capacity information available.
- ✓ Clear understanding of customers' teams through Opportunity features to focus efforts on targeting the right stakeholders.

## Conclusion:

DemandFarm's Org Chart was instrumental in helping the client overcome their sales challenges and achieve improved sales efficiency.

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