



CASE STUDY

PRIMA RESOURCE
IMPROVES CONSULTING
ENGAGEMENTS WITH
MEMBRRAIN

PRIMA*
SALES GROWTH





FROM THEORY TO PRACTICE WITH MEMBRAIN

Sales consultants are part of a complex formula, where many variables affect the month-to-month sales performance of their clients. It's often impossible to prove whether a short-term improvement in sales results is due to the consulting, or some other factor.

Sales consultant Frederic Lucas knew there must be a way to show clients that his firm's sales advice was working.

Prima Ressource works with business owners, entrepreneurs, and sales executives in mid-sized businesses to solve the root causes of poor sales performance. Prima Ressource helps businesses build profitable sales cultures by finding the key elements that increase sales.

Mr. Lucas looked across all of his firm's clients and saw a common problem. Even though most were using CRM software, they tracked the wrong information and were inconsistent about using it. CRM systems were a blind spot for Prima Ressource and did not give the firm or its clients a way to manage and measure their sales processes.



"A big challenge for us was tracking our clients' results and how much impact we had."

Frédéric Lucas, CEO of Prima Ressource Inc., a sales consulting firm based in Montréal, Quebec, Canada

A NEW FORMULA FOR CONSISTENT SALES PERFORMANCE ACROSS THE CLIENT BASE

Mr. Lucas discovered Membrain through the recommendation of a trusted colleague.

“Very quickly I saw the opportunity to integrate Membrain into our practice,” Mr. Lucas recalls. “Membrain has something different because it makes it easy to integrate the sales process. Beyond CRM it becomes a training and coaching tool for us with our clients.”

Mr. Lucas soon decided that all Prima Ressource clients would use Membrain. Today, almost all of them have made the switch. With Membrain, Prima Ressource can track sales activity and demonstrate the positive results of its sales advice.

“Membrain is taking an active role in helping our clients reach their goals, And we’re not even leveraging 100% of its value.”

Frédéric Lucas



Membrain empowers sales leaders and gives salespeople more time to sell

“The first big result is that within four to six weeks we can deliver a staged pipeline to a client,” Mr. Lucas says. For many sales leaders this is the first time they can see what is going on in sales. “It’s very empowering for them.”

“We design the sales process map for our clients, and then within a matter of an hour or two we integrate the sales process right into Membrain,” Mr. Lucas says. “We can create a detailed sales process, and Membrain’s checkboxes and dropdowns make it easy for salespeople to keep current.”

Prima Ressource delivers results and builds more profitable relationships

Mr. Lucas says Membrain reinforces the perceived value clients get from working with Prima Ressource. “Clients regularly share that their increase of 15% to 30% in sales are due to the work we did with them.”

As a differentiator, Mr. Lucas calls Membrain “tremendous” because it lets Prima Ressource be proactive with clients. “I can log into any of my clients’ Membrain instances and see what’s going on. When I see that a client needs coaching, I call them before they call me. It’s a great value when you do the kind of work we do.”

Prima Ressource is using Membrain to create new client services that generate more revenue from existing clients. The first is a monthly phone call with each client’s CEO or owner to review their pipeline. “We go over the kinds of questions they should be asking their sales leaders. That has brought great value to those CEOs. It’s speeding up results for our clients,” Mr. Lucas says.

Quick results and perceived value are a formula for client loyalty and longer consulting engagements. For Prima Ressource and its clients, Membrain is the solution.



PROBLEM

- Sales consulting clients had a variety of CRM systems but no way to manage sales processes.
- Clients did not always believe that sales improvements were due to the advice of Prima Ressource.
- Prima Ressource wanted to increase client profitability, keep clients longer, and add revenue-generating service offerings.

SOLUTION

- Prima Ressource standardized on the Membrain sales improvement platform for all of its clients.
- Membrain allows Prima Ressource to measure its impact by tracking clients' activities and results.
- Prima Ressource designs custom sales processes for clients and, with a few hours' work, implements them in Membrain.
- Membrain allows consultants to see daily sales activity and to be proactive advisors to clients.
- Prima Ressource is introducing new services not possible before Membrain.

RESULTS

- ✓ Prima Ressource clients report increases of 15% to 30% in sales.
- ✓ Clients using Membrain attribute their increased sales to the consulting advice of Prima Ressource, leading to greater perceived value and stronger client loyalty.
- ✓ Prima Ressource enjoys less client turnover and longer relationships instead of continually replacing clients.
- ✓ New service offerings are generating added revenue from existing clients.



Clients regularly share that their increase of 15% to 30% in sales are due to the work we did with them.

HOW YOU SELL MATTERS



MEMBRAIN

SALES ENABLEMENT CRM FOR
TEAMS COMMITTED TO GROWTH

[MEMBRAIN.COM](https://membrain.com)