



Case Study

Sartorius Uses Base for Sales Productivity and Forecasting

Base helps businesses manage, measure and maximize sales growth with an all-in-one platform that drives rep adoption, sales productivity and actionable insights.

Company Size 5,000-10,000	Industry Biotechnology
Founded In 1870	Business Type B2B

Following a company-wide initiative to aggressively grow revenue targets by 2020, Sartorius Project Manager Mark Coleman was tasked with implementing a CRM for the North American sales team. Mark’s objective was to track two areas of business, one consisting of long sales cycles and multi-million dollar deals, and the other consisting of transactional sales running on a significantly shorter sales cycle.

Challenge

Prior to implementing a CRM, the Sartorius sales team was using primitive tools to track sales. “They used pen and paper, Excel, whatever they needed to get the job done. They didn’t have any advanced tools,” says Mark. As a result, much of a rep’s day was consumed with administrative tasks, not selling. Sales managers also struggled with a limited view of the sales pipeline and were unable to generate production forecasts. On top of it all, in an industry where having your reps poached by a competitor is common, sales managers lacked a complete history of customer relationships that wasn’t dependent on individual sales reps.

Solution

Fast-forward three years and Mark has single-handedly onboarded over 300 Sartorius team members to Base. “I’ve done all the training and rollouts myself. We don’t need a whole tech team; it’s managed through me,” says Mark. There was some pushback from the team at first. However, they quickly realized sales productivity tools like email templates, view notifications and task automation added several hours back into their day. “This is a tool for sales, not for marketing, not for operations. As a result, it’s the perfect tool for us.”

As you can imagine, with huge equipment orders it can take months, sometimes years, to purchase material and engineer the final solution. So any insight into potential orders is a major competitive advantage. “That’s where Base comes in. With probabilities, expected close dates and having all the



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**Mark Coleman, CRM Project Manager,
Sartorius**

information in one place, we’re now starting to move forward with discussions with operations like hey, we’re working on these projects, let’s start ordering.”

Results

Sartorius reaps the benefits of user adoption and it’s making a major difference for reps taking over new territories. “Now that Base has been established for about three years, there’s a network effect. When a rep joins Sartorius, they jump right into a territory and have all the contacts, leads and deals from their predecessors—all the information is in one place, where before they had nothing and had to start from scratch.” Mark made it very clear early on that Base was a tool to help the sales reps sell more. “We wanted to enable the sales reps to do their jobs more efficiently, so, cut out admin tasks,” says Mark. “Before, if they wanted to get a sample or demo, they’d have to call or email someone. It could be a time-consuming process. Now, they go to the contact and create a task—very simple.” Mark has streamlined previously time-consuming activities with Base, freeing up the reps to do what they do best: close deals.

Since the initial implementation, Mark has expanded Base to the Latin American sales team at their request. They are seeing immediate benefits as well. Thanks to Base, Sartorius is well on its ways to hitting its ambitious 2020 goals and its sales reps have all the tools they need to effectively sell.

About Base

Base is revolutionizing the way that leading businesses manage, measure and maximize sales growth. Unlike legacy cloud CRM and salesforce automation systems, Base offers an all-in-one solution that increases rep adoption rates and data capture across devices. With the ability to analyze big data trends in real-time, Base provides sales leaders with the actionable insights they need to accelerate performance and grow revenue. Founded in 2009 and headquartered in Mountain View, California, Base fuels sales growth for more than 7,000 companies across the globe.