

The Comeback:

Why Accord Group Left Salesforce Maps and Came Back Stronger with SalesRabbit.

When the Accord Group, a trusted leader in the roofing, siding, and gutter industries, moved from SalesRabbit to Salesforce Maps, they expected a seamless experience that would unify their sales data and mapping capabilities. But after months of trying to make it work, the team found that what looked good on paper didn't hold up in the field.

Paul Stahl, Systems Administrator at the Accord Group, told us why they left, and ultimately, why they came back to SalesRabbit. He also told us how important field sales management was to their tech stack. They have to get it right.



The Promise of Salesforce Maps

"Field sales management is critical to our tech stack. We have to get it right. Initially, we were given a lot of promises from the team about Salesforce Maps," said Paul. "We were told that it would just be one login, one system where all of the data and information would live. In reality, there is the Salesforce app and then the Salesforce Maps app that you have to download. The interface was amazingly bad, given the billion-dollar architecture. It was confusing and hard to use."

Time Savings in Territory Mapping

Assigning a region or lead in Salesforce Maps was a time-consuming and complicated process. "Our best, most technical managers were able to assign one territory in about 5 minutes. Per rep, per region. Conservatively, it was about a 20-step process and took us about 1 hour. In SalesRabbit, within 10 seconds, our managers can draw a section over a map with their finger, and the territory and data are automatically assigned to that rep. We went from at least 1 hour to about 3 minutes total to map the territories for the entire team."



Challenging Experience for Reps and Managers

"We noticed a big difference in user interface and the intuitive nature of the tool. Once we switched, our reps would simply not adopt it. We had teams that preferred to use paper contracts instead of converting a lead in the Salesforce Maps app. No tech was better than low tech for them. It was that difficult."

SalesRabbit Is a True Partner

"With SalesRabbit, we're treated as a true partner. When you work with a billion-dollar company like Salesforce, you're just treated as an account ID with a different Account Manager every month."

Integration Experience

"We needed a system built around the way we work, and SalesRabbit actually met with us and dedicated time and resources to help us get it right. This would be unheard of with the Salesforce Maps team."

Outstanding Customer Support

"The Support Team at SalesRabbit has screens dedicated to KPIs that show how well they are performing for their customers. I can tell that this means something to you guys. We know we can just tell our reps to open a ticket with SalesRabbit in the app, and they'll be taken care of."

Schedule a demo with SalesRabbit today to see how we can help you grow your business like the Accord Group.

What did the Accord Group learn after going with Salesforce Maps?

- Company-wide adoption is critical
- 10 seconds for territory mapping changes the game
- You need a vendor that will treat you like a partner, and not just an account ID
- User interface matters. Reps in the field will use what works.

