



CASE STUDY

SOIL CONNECT

Connecting PEOPLE WITH TECHNOLOGY

SOIL CONNECT

Soil Connect is an innovative digital marketplace that provides a better, faster and cheaper way for construction professionals to transport and acquire soil, aggregates and other building materials.

By enabling users to transact at shorter distances, they save their customers tens of thousands of dollars, and also reduce the construction industry’s carbon footprint by minimizing CO2 emissions.

Clients sign up for an account, and search for the type of soil they need. If they don’t see what they’re looking for, they can create a post to tell others about the quantity and type of soil they’re looking for, and can supplement their post with additional notes.

Once posted, Soil Connect provides you with a list of matches, so that their clients can send a text, make a call, send an email, or message in-app to either get the soil they need, or to get rid of soil they don’t need.



REVENUE OPS

Revenue Ops’ certified consultants provide senior leadership and individual business units with the information, support and means to make data-driven decisions that maximize revenue.

We’re strategic Revenue Operations analysts focused on optimizing your business, and provide a variety of services to meet your specific needs.

CHALLENGE

The Soil Connect team was working from spreadsheets, and the data was becoming harder to manage. The team had little to no visibility into which sales activities were working or not, and data was both siloed and difficult to analyze. The sales team’s activities were difficult to measure, and their current processes weren’t scalable.

SOLUTION

The Soil Connect team decided that Salesforce would be the best CRM to help centralize marketing and sales activity, while Salesloft would be the preferred sales engagement platform. Both systems were integrated and implemented at the same time, and over 400,000 prospect and client records from spreadsheets were imported.

BENEFITS

The entire team had access to their entire database, and could create reports and dashboards in Salesforce to visualize what was happening within their business to make data driven decisions. The sales team went from a 10-15 minute process for making a single prospect call, to 10-30 seconds. Dials went from double digits per month to double digits per week.

RESULTS

“It’s going from a screwdriver to a power drill.”
-Jonathan Alvarado

The buying and customer experience is better and more efficient. Internal stakeholders benefit, as they can ramp up new employees faster, scale activities, and have access to previously siloed analytics. Results are concisely and easily shared with investors.