



Leveraging Technology to Drive Efficiencies, from Onboarding to Execution

The Challenge

When the Sacramento Kings reached out to FRONTLINE Selling (then PeopleLinx) in early 2015, they were looking for a solution to help them connect more effectively with their market through social media. They chose FRONTLINE Selling's Staccato Social platform to increase brand awareness, amplify the brand and reach more potential ticket-buyers.

Sharing marketing-approved content was the initial use-case, but the Kings soon found out the technology could help them automate and accelerate other critical processes to run the business more efficiently.

Onboarding Automation

Whether you're a sports team, SMB or enterprise B2B organization, onboarding new employees is a time-consuming process. Phil Horn, Senior Vice President, Sales and Service for the Kings, saw the opportunity to reduce some of that pain by using FRONTLINE's platform to automate onboarding. New hires now complete the Kings' onboarding program by receiving daily tasks, training and company information through the platform.

Expansion and Customization

After the seamless adoption of the platform for onboarding, the Kings wanted to expand their use outside of Marketing and HR. The platform is built to scale quickly, which allowed the Kings to experiment with a variety of tasks. Today, they leverage it to:

- Accelerate onboarding
- Encourage & enable social content sharing
- Deliver social best practices
- Provide sales execution tasks
- Reinforce the use of their tool stack

"From the beginning, the partnership with the FRONTLINE Selling team has added a tremendous amount of value to our organization," said Phil.

"We have had great success utilizing the platform for the automated onboarding of our sales and service teams. This has dramatically improved efficiencies, and accelerated ramp-up and production."



Phil Horn
Senior Vice President
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Enabling reps to more effectively connect with potential buyers and accelerate sales.

Sales Enablement Success

Martina Cole, the Kings' Sales Enablement Administrator, was looking for ways to help the sales reps be more successful. The platform not only enabled the reps to more effectively share content and receive on-going training tips, the CRM integration tied their daily Recommendations to existing opportunities to accelerate the sales cycle.

"The ability to drive daily sales rep activities based on the status of open opportunities takes sales enablement to a whole new level," said Martina.

"Our team has embraced the reminders and best practices prompts, because it has helped them move stalled deals forward, restart conversations through social, and execute the right tasks at the right time. I am excited to explore the CRM even more to uncover other ways we can help our team generate more revenue."

