



Manage lead nurturing and  
conversion between internal,  
partners and re-sellers

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## COMPANY PROFILE:

Manage lead nurturing and conversion between internal, partners and re-sellers.

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## THE CHALLENGE:

Alerion Yachts was looking for a way to increase sales numbers and make it easier for their dealers to engage with them and receive leads. This customer chose Salesforce.com Professional Edition as their platform of choice, moving away from another CRM that App Solve helped ensure a clean migration of data from and customized Salesforce.com to their business.

## THE SOLUTION:

Alerion has an incredible lead network setup, that in order to streamline all of them, App Solve configured 15 different web-to-lead forms within Salesforce in order to ensure that leads that came from their various website contact forms, all came into their CRM, ready to action by their dealer network.

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## THE RESULTS:

As Alerion Yachts continues its exponential growth, they are now prepared to scale with the world's number 1 business software platform.