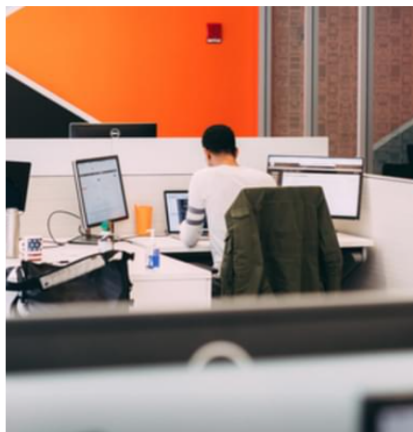# Dom & Tom gets process-driven with Zendesk Sell

After adopting Zendesk Sell, mobile and web development firm Dom & Tom moved away from cumbersome spreadsheets, fostering better collaboration and strategizing.

PRODUCTS USED

sell

2009

Founded

Dom & Tom is a fast-growing mobile and web development agency based in New York and Chicago that was founded by twin brothers Dominic and Tom Tancredi in 2009. After achieving success quickly, the company knew it would need a CRM to further boost sales.

Early on, Dom & Tom used spreadsheets to manage sales, but that proved to be a temporary solution, said Drew Papadeas, director of business development. Papadeas and the founders understood that the company needed a solution that would increase pipeline visibility and help reps maintain client relationships.

"It comes down to tracking and contact management as you grow as a company," Papadeas said. "As a single salesperson, I didn't really need a full blown CRM so I created a Google spreadsheet, tracked everything there, and it was manageable. But then as you talk about scaling and growing, expanding teams, and coming up with accurate sales reports, then you start to feel the pain of spreadsheets and look for a solution that gives everyone better visibility into the sales process."

Rapid growth meant that the company was entering into a new phase, one that led Dom & Tom to pursue a CRM solution. Yet Papadeas didn't want a CRM that worked against the agency's core values—it had to make it easy to collaborate on leads, offer full visibility into client relationships, track sales opportunities, and give managers the pipeline visibility they needed. Zendesk Sell fit the company's needs perfectly, and it has become an integral part of Dom & Tom's sales process because it provides everything required to achieve success in a high-level networking environment. Features like communication tracking and contact management have made it easier for Dom & Tom to maintain its high standards for personal client relationships.

"I'm constantly on the sales pipeline page," Papadeas said. "I like getting the quick overview. Some nice details that are in there when I'm looking at active deals is that I can see the tasks that need to be completed, the current stage of the deal, and I can sort by several different options or group and filter by owner. It's a great overview of what everyone is working on."

In the weekly sales meetings, the sales team, Papadeas, and even the founders turn to Sell to evaluate the pipeline and prepare for the future. "Sell has made us more methodical and scientific about the sales process, which is fantastic," Papadeas said. "It has also helped us forecast and predict, which allows us to set strategies and put campaigns in place."

"It's a nice level foundation for sales strategy and sales tactics. It's very methodical. Sell has helped us be more process-driven."

Drew Papadeas director of business development, Dom & Tom