Spectra's industry-specific implementation of Salesforce.com provides sports and entertainment organizations with the ability to maintain detailed information on past ticket purchasers and donors, prioritize and score customers, and evaluate the effectiveness of marketing campaigns. Develop a 360-degree view of every person in your database. Our strategic direction empowers organizations to deploy more seamlessly integrated sales and ticket renewal programs, track season ticket holder relationships, and retention efforts with minimal resources and maintenance.

FEATURES

• **Account / Contact Management:** Understand your fans, donors and prospects, including activity and purchase history, key contacts, customer communications and internal account discussions.

• **Opportunity Management:** Gain insight on yours and your team's sales and renewal goals, performances and products.

• **Prospect Management:** Track your prospects from click to close, while continually optimizing your campaigns across every channel. Make smarter decisions about where to invest your time.

• **Reports and Dashboards:** Dashboards offer a real-time picture of your sales activities and progress. Dig deeper with detailed sales and renewal campaign reports that anyone can create and access from anywhere, anytime.

• **Integration with PAC Marketing Automation Platform:** Sales, marketing and development departments can work hand-in-hand to manage all prospect interactions, so you can create, deploy and manage online campaigns from a central platform. Send email opens and clicks, form information, survey information and web page visits to create a richer view of your fans.

• **Salesforce Administration:** Spectra will play the role as administrator and work with your key managers to ensure Salesforce stays relevant, accurate and timely. Strategic direction with your data use, and execution of building reports, dashboards, loading data, creating outbound call campaigns, maintaining usernames and security and conducting periodic end user training.

BENEFITS OF SALESFORCE

**Spectra Takes on the Role of Administrator**

• Our team of Salesforce.com experts trains and helps you manage your entire database.

**Sell More Tickets and Maximize Revenue, Donations and Gifts**

• Utilize a holistic view of your customers to maximize sales and increase revenues.

**Maximize Retention of Suite, Premium and Season Ticket Holders**

• Track relationships and better communicate with your most prominent customers.

**Prioritize Prospects and Protect your Most Profitable Accounts**

• Leverage tools to improve your customer analysis and lead score accounts to maximize resources and drive sales.

**Integrate your Spectra Ecosystem and Patron Information**

• Spectra’s PAC Ticketing, Data Warehouse, PAC Fund, Turnkey Analytics, etc. are all integrated to your Salesforce.com database.

**Automate Tasks to Save Time**

• Eliminate repetitive manual process and duplication.

**Enable Automated Alerts**

• Set up notifications for quicker lead follow-up so your staff can manage their time more effectively and efficiently.