

# Mansfield Energy Case Study

## Achieving Sales Pipeline Visibility and Velocity

### ABOUT

Mansfield Energy is the largest downstream distributor of fuel and petroleum products in North America. With supply coverage in every market and leveraging a network of 1,500 fuel delivery partners, Mansfield delivers over 3 billion gallons of fuel and complementary products annually to 8,000 clients across 22,000 locations.

Seeking to differentiate in a commoditized industry, they have added value by using IoT sensors, Azure, and Power BI to bundle cost and consumption data into their fuel delivery services. They also offer 250 other petroleum product SKUs that make Mansfield a single source for their clients' energy needs.

### SITUATION

At Mansfield, the sales function is broken out into multiple teams, with unique administrative requirements specific to each channel. Their homegrown CRM solution was cumbersome to use. Over time, it had evolved into a basic contact management system with limited pipeline management functionality and couldn't provide the meaningful reports or metrics management needed.

For the outside sales team in particular, the cost of sales is significant. Sales reps spend more than half their time on the road, pursuing opportunities that involve long, often complex sales cycles; and holding salespeople accountable for levels of activity and performance was a significant challenge. The lack of a comprehensive sales enablement tool made it difficult to gain actionable insights around their sales activity and pipeline.

### SOLUTION

Using a formal RFP process, Mansfield began looking for a new CRM system. They chose Microsoft Dynamics 365 Sales over Salesforce, primarily due to the value of standardizing on the Microsoft ecosystem.



### AT-A-GLANCE

Mansfield Energy is the largest downstream distributor of fuel and petroleum products in North America.

### CHALLENGES

Mansfield's homegrown CRM solution was cumbersome to use. Over time, it had evolved into a basic contact management system with limited pipeline management functionality, which wasn't giving management the insight they needed.

### SOLUTION

By leveraging Microsoft Dynamics 365 for Sales, the needs of the organization and the diverse needs of its respective sales teams are being met and Mansfield finally has a CRM system that has been tailor-made for them.



Gold Cloud Business Applications  
Gold Cloud Customer Relationship Management  
Gold Enterprise Resource Planning  
Gold Cloud Platform  
Gold Data Analytics  
Gold Data Platform

During the first phase of the project, MCA Connect's Business Transformation team helped Mansfield define their strategic objectives for the implementation. Along with increasing the transparency of the sales process, they wanted to increase their win rate, lower the cost of sales, increase cross-sales, reduce unwanted customer attrition by becoming more proactive, and increase organizational efficiency.

MCA Connect worked to map out Mansfield's very complex sales process, considering all of the edge cases, and building contingencies for various scenarios. By configuring Dynamics to meet the needs of the organization, and accommodating the diverse needs of its respective sales teams, Mansfield finally has a CRM system that is tailor-made for them.

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In order to maintain our competitive advantage, we have to maintain our sales momentum and velocity. With MCA Connect and Microsoft Dynamics 365, we've extended our competitive advantage as a more disciplined, high-performance sales organization.

- **Zach Wall, VP of Sales & Marketing at Mansfield Energy**

RESULTS

Prior to the implementation of Dynamics 365 Sales, Mansfield struggled to find the clarity, discipline, and systemization that was consistent with its sophisticated sales processes and necessary to achieve the company's next level of growth. Now Mansfield has a CRM system that's easy to update, whether you're in the office or in the field. The sales team is experiencing the difference a modern CRM system can make when it's a tool for efficiency and collaboration. Management finally has better insight into sales opportunities and accurate sales forecasts to ultimately drive performance and improve results.

## ABOUT MCA CONNECT

MCA Connect is a twelve-time Inner Circle Microsoft Gold Certified Partner that helps companies around the world drive business performance.



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