



## ESP Facility Services

INDUSTRY  
Facility Management

SPECIALITIES  
Eco-conscious facility solutions, Bio-Clean technology, cleaning services, landscaping, building maintenance, energy-efficient practices, and tailored facility management

COMPANY SIZE  
More than 800+ associates

WEBSITE  
[www.esp-green.com](http://www.esp-green.com)

Transform your sales process. See why ESP trusts Pipeliners CRM to drive clarity, efficiency, and growth.

*“Pipeliners CRM gave us the foundation to build a sales and customer service strategy from the ground up—without complexity or breaking the bank.” — Eric Goldmann, Chief Commercial Officer (CCO), ESP Facility Services, Inc.*

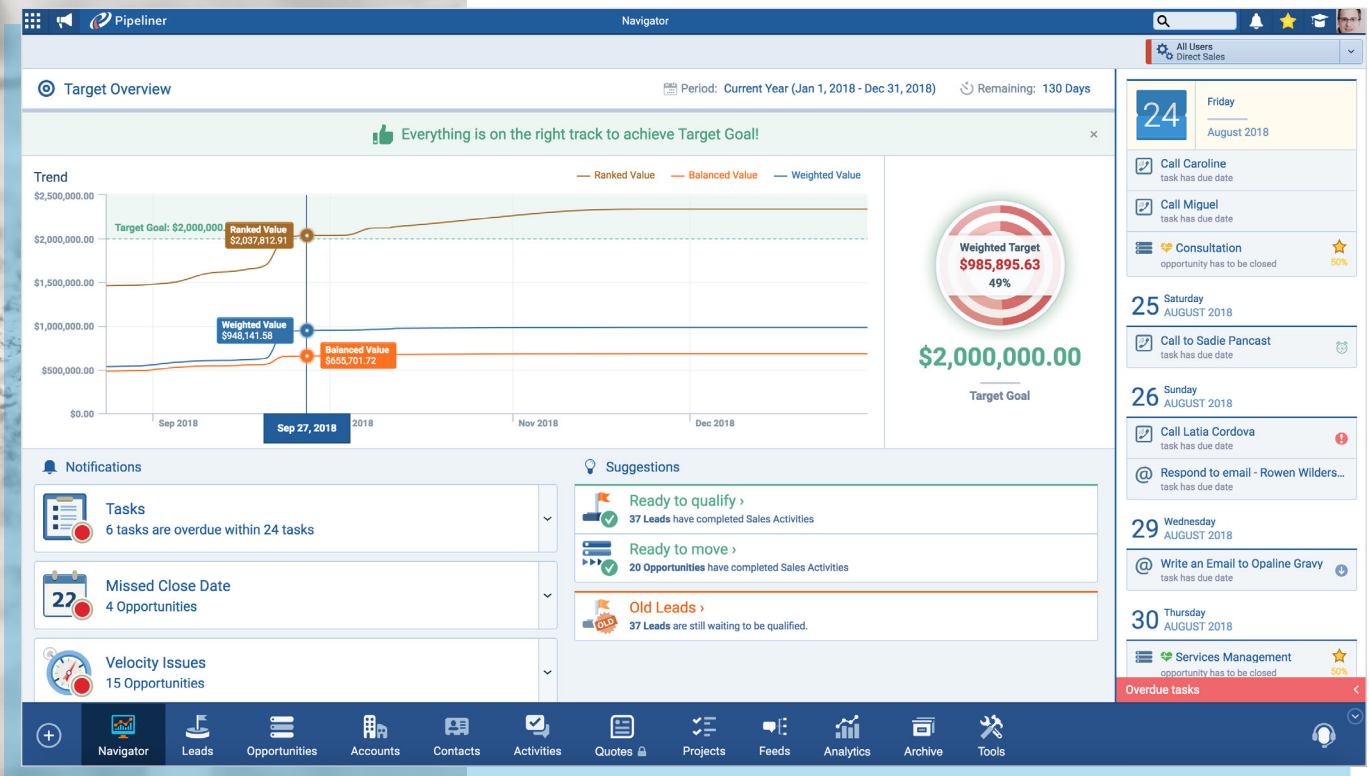
## The Challenge

As a founder-led company with 800 technicians serving diverse sectors—from healthcare to commercial real estate—ESP Facility Services lacked structured sales, marketing, or customer service teams. With no CRM, go-to-market strategy, or historical data tracking, scaling efficiently was a hurdle.

## Why Pipeliner CRM?

Referred by their marketing partner, ESP chose Pipeliner for its intuitive design, seamless integrations, and scalability.

*“We needed a CRM that could connect to tools like Dialpad, Leadfeeder, and Outlook without heavy IT support,” says Goldmann. “Pipeliner’s reporting, dashboards, and pipeline management stood out—it didn’t require coding or months of training to use effectively.”*



## Implementation & Impact

Starting from scratch, ESP was fully operational in six months. New team members adapted quickly, leveraging Pipeliner to:

- ✓ Track the entire customer journey, from lead to contract.



- ✓ Centralize customer histories, documents, and agreements.
- ✓ Streamline prospecting via integrations with their website, Leadfeeder, and Dialpad.

While metrics are still evolving, the team now has visibility into sales activities and pipeline health—a first for the company.

## Key Features & Future Goals

- ✓ **Sales Pipeline Management:** Visualize and manage opportunities effortlessly.
- ✓ **Contact Management:** Unified access to critical customer data.
- ✓ **Outlook Integration:** Track emails and activities in one place.

Looking ahead, ESP plans to automate workflows and integrate ClientPoint for quoting—a seamless next step with Pipeliner's flexible ecosystem.

## Final Recommendation

*“For mid-sized or growing businesses, Pipeliner is a game-changer,” emphasizes Goldmann. “It’s cost-effective, easy to adopt, and grows with your team. No IT headaches, just results.” ‹‹*



# Pipeliner CRM

Exceptional Engagement

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