

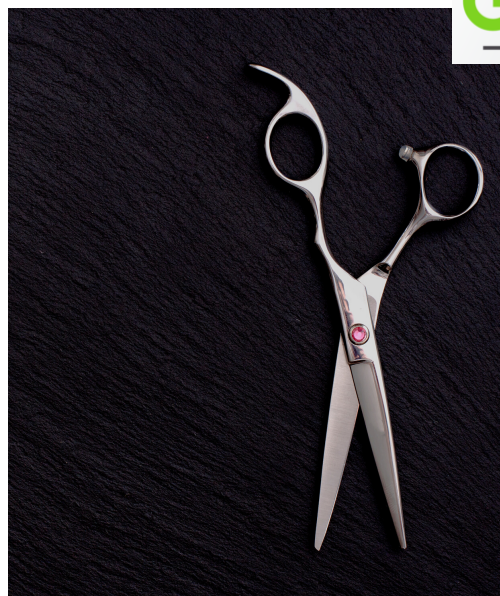


**USING GREENROPE TO STAY
PRODUCTIVE & SUCCESSFUL
DURING
THE COVID-19 CRISIS.**

ABOUT EVOLVE SALON SYSTEMS

Since 1991, Evolve Salon Systems has been helping salon owners and professional hairstylists by providing education, tools, and resources to grow & flourish in the beauty industry. As a leader in the beauty industry, the Evolve Education Academy is the most comprehensive salon professional education program available. They offer over 150 year-round classes covering 6 core categories: Business, Certifications, Color, Cutting, Extensions, and Styling.

With education and training being one of the most highly used services, their sales people live on the road meeting and working with clients. Before starting with GreenRope in May 2019, Evolve Salon Systems did not have any CRM system to track, store, and manage their client data, and they desperately needed a platform to help their sales team stay organized and productive.



HOW HAS GREENROPE'S FEATURES HELPED EVOLVE RESPOND TO COVID-19?

With all of the uncertainty happening in the workforce, Evolve's CRM Champion, Ryan Terrell, states that GreenRope's Learning Management System has become the "single thing their sales team is using to remain productive and continue training during this time." With Evolve's organization being primarily sales focused and their sales team constantly out in the field, the recent industry changes have caused an internal shift in how the business communicates and sells to their customers.

WITH GREENROPE, EVOLVE IS ABLE TO:

Offering Virtual Training

Evolve's Academy Courses are usually a paid service that are offered through in-person training for clients and salon professionals. As a response to COVID-19, Evolve now uses GreenRope's Learning Management System (LMS) to effectively offer a virtual academy, filled with online training resources. In an effort to give back to their community, Evolve Salon System is offering their academy courses and resources free to clients and salon professionals in the industry.

Sales Team Internal Training

With the sales team being limited with their travel, Evolve is shifting their team focus on education and implementation of the CRM. By working with different members of the leadership team, Ryan continues to build out learning courses to train the sales team and relay on the importance of using a consolidated CRM platform. The courses are shared with members of their team to continue their productivity and continuing education in preparation for future success.

Expanding eCommerce Offerings

Using GreenRope's eCommerce functionality, Evolve Salon Systems has expanded their store options to sell detailed training materials and resources directly through their website. The ability to sell products, offer training materials, and manage customer orders through their GreenRope storefront has been vital to bringing in revenue during an uncertain time.

To learn more about how Evolve Salon Systems is changing their business approach in response to the COVID-19, [watch Ryan Terrell's testimonial here.](#)



HOW HAS YOUR EXPERIENCE WITH GREENROPE BEEN?

With being the GreenRope Champion and lead CRM implementation contact at Evolve, Ryan has worked with the GreenRope team for on-boarding, training, creative services, and implementation to build out their CRM for the business. Ryan became GreenRope Certified in late 2019 and continues to work in the CRM daily to develop and streamline Evolve's business efforts.

Ryan says "since the beginning, everyone at GreenRope has been amazing to work with. Because we communicate so often, I feel like I'm already a part of the GreenRope team." He especially wants to shout-out GreenRope's Creative Director, Ryan Bahl, for his help on website design, patience with updates, and attention to detail throughout the process.

A MESSAGE TO GREENROPE'S CEO, LARS HELGESON

"Everyone I've worked with at GreenRope Complete CRM & Marketing Automation has been a trusted resource and knowledgeable guide. Thank you to Lars for building this tool and creating a truly customer-first company culture. Everyone at your company seems to be genuinely great people which is a rarity." - Evolve Salon Systems



To learn more about related topics, check out:

[Ryan Terrell's Testimonial](#)

[How to Lead Your Team During COVID-19](#)

[Evolve Salon System](#) (Website Built in GreenRope)

[GreenRope CRM](#)

GreenRope's [Learning Management System](#) (LMS)

