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## **Davenport Group Acquires Innovative Salesforce Consulting Firm, SalesPath**

*Davenport Group Adds Salesforce Consulting Services to Managed Services Practice*

**Lewisburg, TN – September 20, 2022** – Davenport Group, an end-to-end IT solutions provider, today announced an agreement to acquire SalesPath, a leading Salesforce CRM consulting firm. The team at SalesPath will join forces with Davenport Group’s growing engineering team. The Salesforce consulting services offered by SalesPath will enhance Davenport Group’s expanding IT solutions and services offerings.

SalesPath is a certified Salesforce CRM consulting firm in the Pacific Northwest for small and medium-sized companies. SalesPath has assisted over 500 Salesforce customers improve their processes to make their Salesforce instance more effective for their unique business. SalesPath’s formula for success starts with studying customer sales, customer service, and marketing methods. This allows them to create custom recommendations on key needs that will help customers get a better return on investment with the Salesforce platform.

SalesPath specializes in Salesforce implementation, migration, and configuration. As a Registered Consulting Salesforce Partner, SalesPath will bring important expertise in the industry-leading CRM to Davenport Group. By combining the engineering talent, managed service offerings, and customer support of Davenport Group and SalesPath, organizations can optimize their Salesforce practice alongside their IT solutions.

“Salesforce is a critical CRM for companies of all sizes and in all industries,” says Sonia St. Charles, Davenport Group CEO and Co-Founder. “At Davenport Group, we rely on Salesforce to organize and manage our business, so we know how important an efficient and effective Salesforce practice is for running a successful company. That’s why we believe in SalesPath. Their consultants deliver on the promise of improving Salesforce usage with their knowledge and experience. With their know-how and hands-on skills, the SalesPath team will enhance our managed services offerings.”

“We’re proud of how our Salesforce services have improved the businesses of hundreds of customers across the United States,” says Scott Adams, Founder of SalesPath. “Our team has helped organizations organize and improve their Salesforce practice. We’re excited to join Davenport Group because we know they can help take SalesPath to the next level. We look forward to helping more customers in more industries achieve success with Salesforce.”

This acquisition bolsters Davenport Group’s growing managed services offerings. Providing a comprehensive Salesforce consulting service will allow Davenport Group to meet the needs of customers in all aspects of IT – today and into the future.

### **About Davenport Group**

Davenport Group designs and implements IT solutions that build the technology foundations our customers need to create business opportunities – now and in the future. With our industry-leading partners Dell Technologies, VMware, and Microsoft, Davenport Group provides end-to-end solutions for customers nationwide. Visit [www.davenportgroup.com](http://www.davenportgroup.com) for more information.

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### **About SalesPath**

SalesPath is the leading certified Salesforce CRM consulting firm in the Pacific Northwest for small and medium-sized companies. Scott Adams, our founder, started SalesPath in 1997 after working for several large software companies here in the Northwest. Since then, SalesPath has assisted over 500 Salesforce customers across the Pacific Northwest region and beyond. Visit [www.salespath.com](http://www.salespath.com) for more information.

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