

► When Kirk Pompeo joined Palmetto Infusion as Chief Marketing and Sales Officer, his mandate was to restructure the sales team, increase performance, and optimize sales tools like SPOTIO to drive growth in patient admissions across Palmetto's clinic network. What he found was a field sales execution platform that had been bought but never built into the business. By installing a compliance framework and tying platform usage to compensation, Palmetto transformed field activity across 40+ clinics and built the operational foundation to support continued growth.



 Pawleys Island, SC



Specialty Healthcare



B2B



palmettoinfusion.com

► The Challenge

Limited Field Sales Visibility

Palmetto had already invested in SPOTIO when new leadership arrived. But without a compliance framework, an accountability structure, or any connection to compensation, reps had no reason to use it consistently. The result, in new CMSO Kirk Pompeo's words: "all window dressing."

No Visibility Into Field Activity

Without consistent activity logging, leadership couldn't measure rep performance, correlate field behavior with admissions outcomes, or identify coaching opportunities. Field sales was effectively invisible until end-of-day reports — too late to act on.

A Culture Built for Small Scale

Palmetto was expanding rapidly across Georgia, North Carolina, and Florida under a PE-backed growth mandate. The informal, relationship-first culture that served the company at startup scale couldn't sustain the next phase.

► The Solution

A Defined Compliance Standard

For the first time, "using SPOTIO" had a specific, measurable definition: 10 activities logged per day, five days a week. Vague expectations became a trackable standard managers could enforce and reps could plan around.

Compensation Alignment

Meeting the daily activity threshold became a required component of the sales team's bonus plan — not a suggestion. Accountability moved from cultural expectation to structural reality.

A Reframed Tool and a Committed Partnership

Pompeo shifted the internal narrative from surveillance to sales infrastructure, making the case that consistent logging protects the work reps have already done. Working through multiple training cycles with SPOTIO's customer success team, the team built adoption from the ground up.

Game-Changing Results

Execution as a Growth Driver

The numbers came back stronger than Kirk Pompeo expected. In under a year, platform activation doubled, adoption more than doubled, and field activity metrics climbed between 154% and 612%, all while headcount stayed flat. The activity gains translated into what mattered most: growth in patient admissions across Palmetto's clinic network.

The Numbers Tell the Story:

- ▶ +124% increase in platform activation (users logging in 5 days/week)
- ▶ +155% increase in platform adoption (users meeting daily activity standard)
- ▶ +612% increase in face-to-face interactions logged, year-over-year
- ▶ +463% increase in leave behinds logged, year-over-year
- ▶ +154% increase in calls dispositioned, year-over-year
- ▶ Growth in patient admissions across Palmetto's clinic network

What Made the Difference:

For Pompeo, the turning point wasn't just the governance changes — it was watching the data prove itself. Top performers were consistently the heaviest platform users. New reps could inherit full territory history instead of starting blind. And a leadership team that had been managing on instinct could finally manage on evidence.



Kirk Pompeo
Chief Marketing and Sales Officer
Palmetto Infusion

“I have never had the kind of support I've gotten here. Anytime I've asked for anything, it's been there immediately. And the ability to create reports the way we can in SPOTIO is phenomenal. I haven't had that kind of ability from any CRM I've ever used.”

About SPOTIO

SPOTIO is the mission-critical field sales execution platform built for field sales teams. SPOTIO gives reps the mobile workspace they need to plan territories, log activity, and manage accounts — while giving leaders the visibility to coach, scale, and grow. Serving thousands of field sales professionals globally, SPOTIO connects field execution to revenue outcomes.