



CHALLENGE

Sales organizations today are under intense pressure to deliver results. That pressure is multiplied for start-ups like Convercent, a Denver-based developer of cloud applications that help companies better handle compliance and risk issues.

Mike Hipp, Convercent's senior vice president of sales and alliances, was feeling the pressure as he managed a team of 13 sales reps and six business development reps, who all handled the sales process differently. He had no way to measure which efforts were the most effective in building the pipeline and deserved the investment of his precious resources.

In order to have a high performing organization, Hipp knew he needed a way to get the Convercent brand and sales proposition into the market in the most efficient way. He also wanted a tool that took the guess-work out of evaluating which activities were driving results and which should be shelved.



SOLUTION

Hipp turned to Salesvue to automate their sales processes. The software quickly and easily integrated with the company's salesforce.com solution. In just a short time, Salesvue was helping the company to automate four different sales approaches and was delivering specific insight into which was working best.

- 1** Managing qualified leads - During the lead scoring process, qualified leads are identified by Marketo and then dropped into Salesvue, which manages the sales cadence for that lead. The cadence for these leads is aggressive, with an email or phone call every day over two weeks.
- 2** Webinars and events - The warm leads generated from webinar and event participation receive their own specific cadence in Salesvue.
- 3** Cold calling - Salesvue implements a cadence that is longer and includes reaching out to these prospects regularly via phone, email and LinkedIn InMail.
- 4** Lead nurturing - If contacts in the first three approaches indicate interest but say the timing isn't good, they go into a lead nurturing plan managed in Salesvue. These prospects are contacted every 45 days over a year so Convercent stays top-of-mind.



RESULTS

After several months of using Salesvue, Hipp reports that he finally has the insight he needs to make the decisions about which sales programs are working best and which ones should be scaled back.

Hipp found that the most powerful sales generator is following up with webinar and event attendees, which yields the best engagement results. Cold calling has been reduced because it yielded the fewest results. Before using Salesvue, conclusions such as these would have been based on instinct and not measurable metrics.

“Salesvue has enabled us to be much more efficient in how we prospect and sell,” said Hipp. “I can see how many touches it typically takes to get through to a decision maker, and identify the right mix of tactics and persistence that will yield more engaged conversations. Being able to make data-driven decisions has made a big difference in our team’s results.”

Using Salesvue has delivered other benefits to Convercent, including the ability to reach out to more people in a more timely manner by eliminating most of the administrative tasks and making call logs easy with a drop-down menu. This took on increased importance after a recent company downsizing that cut the sales and business development team in half.

“Salesvue also helps me determine where coaching opportunities exist by seeing where reps are hitting roadblocks,” said Hipp. “I can easily see where a certain rep is having trouble overcoming an objection, and which reps are successful at getting engagement, so I can intervene and work with the rep early.”

In the future, Convercent will use Salesvue to manage their renewals process. Right now, renewals are manual, with customer follow up scheduled about 90 days before the software license is up for renewal. If the follow up doesn’t take place as planned, customers end up feeling pressured to renew at the last minute.

The reps like using Salesvue because they can easily view analytics showing what kind of activity they are generating and what’s working best. **“Our reps use Salesvue 8-10 hours a day; they can’t imagine doing their jobs without it,”** said Hipp.



ABOUT SALESVUE

For companies needing to shorten the time it takes to connect with their best prospects, Salesvue provides a sales acceleration technology that combines prospecting structure and actionable insight to increase sales connections by 40 percent or more.

Salesvue captures a live pool of prospecting data and partners with the industry’s best predictive analytics providers to deliver unprecedented vision for executives to plan staffing, and quickly implement repeatable, forecastable and predictable revenue streams.

Salesvue’s knowledgeable customer experience team supports the product and also helps executives build plans and interpret Salesvue’s business analytics.