

Sales Acceleration Success Story- IT Hardware & Staffing Company

COMPANY DESCRIPTION

Our Client is an independent value-added reseller focused on driving value for its customers in the areas of Data Center Hardware and Maintenance, Cloud Solutions, as well as IT Staffing and Training.

The Company's traditional business was buying and selling pre-owned data center equipment- servers, network, and storage.

- In 2014, seeing the trend towards cloud-based datacenters, the Company began offering a professional service to help companies migrate to the cloud.
- The Company also recognized deficiency in cloud skill sets at many businesses and in response, started an IT Staffing and Training service specifically focused on cloud skill sets.

CHALLENGE

With the rapid launch of two new service offerings, the Company needed to create a radical and cost-effective change to increase their calling contact rates. A team of 15 inside sales representatives needed to inform existing customers of the new solutions as well as reach out to new prospects to expand the Company's revenue opportunities.

SOLUTION

The time for radical change had come for our Client. They launched Salesforce.com and Intelliverse's Sales Acceleration Software simultaneously, which accelerated the adoption of their Salesforce CRM.

Using Intelliverse, the Company streamlined their outbound prospecting activities by automatically logging and tracking all sales activities in their Salesforce.com CRM.

RESULTS

- 3x volume increase in outbound dials
- 33% increase in revenue
- Reduced cost by 50%
- The new outbound prospecting machine, fuelled by Intelliverse technology, opened up new markets
- Increased sales efficiencies and an increase in sales performance
- "I don't know how we'd be able to reach the amount of people we do without using Intelliverse" – Direct Customer Quote.