

# Sales Gauge Proves Cold Calling is STILL ALIVE! CASE STUDY



## Introduction

Using the FFF method of calling -Fast, Focused, and Fluent, Sales Gauge worked with an Enterprise Educational Software Client to fill the pipeline with 23% response rates from 12 hours of calling and \$300K of new opportunity.

*"Sales Gauge worked with the marketing teams and the Sales Subject matter experts to build real-world "salesatized" messages that were incredibly effective. Training the salespeople how to take these messages and use them to cold call the customers in only 12 hours of calling is just what we needed. This FFF approach is simple, effective and repeatable."*

- CRO

## Company

The client provided crucial data for insights-based decision-making, strategic planning, and maximizing federal and state funding for school systems in HR, Professional Growth, Absence and Time as well as Technology Asset Management. It provides school districts with powerful and insightful tools to ensure districts run smoothly and in compliance with applicable regulations.

## Challenges

The organization was reorganizing its field teams and re-aligning the ISR and SDR focus. Leadership wanted to leverage the successes that were locked in their case studies and create new opportunities in the pipeline.

- SDR and ISR teams were inexperienced but eager to contribute.
- Outside teams were covering new territory and solutions and needed to clean up the database

## Sales Gauge & Enterprise Software Client Story

Our client had invested in getting case studies with real-world reference clients and needed to leverage these into the pipeline. Connecting the sales SMEs and marketing to create these short call templates that could be delivered in 30 seconds through voicemail or live calls was key. Sales were able to develop their target list and lead with how they solved a major issue with a neighboring school district that resulted in the prospective asking to meet and understand what they did for other districts.

Sales Gauge showed how a geographically dispersed sales team could coordinate the call timing and use Zoom Coach in real-time. Too often, organizations have tools to record the calls, but taking the time to listen and coach gets lost in the day-to-day. The Sales Gauge method is in real time, creates confidence, and gently corrects bad habits and objection handling, making the salespeople excited to make more calls.

## Why Sales Gauge?

Sales Gauge provides efficient, effective, and consistent training that enables sales organizations to stay competitive and win deals. With Sales Gauge sales training programs, you get real-time results. The sales training that pays for itself before its even over.

## Sales Gauge Solution

Sales Gauge and an esteemed client partnered to take 20 sales plays and match them with successful case studies to workshop the sales-ready messaging for sales. Utilizing the Sales Gauge RCBC approach to sales messaging, the marketing and SME created a series of pain-driven emails and calling templates for each sales play. This provided 2-pain-based marketing emails and 2 sales call templates for each play, ensuring an abundance of different messages to strategically contact prospects and capture meetings to drive sales.

## Approach

The training was designed around the sales gauge, which consists of fast, focused, and fluent techniques.

- Fast – prospect names and phone numbers were on a list before the call.
- Focused – The entire team spent 1 hour of calling, effectively creating a pipeline.
- Fluent – sales-ready messaging ensured the salespeople were conversational and told a story that inspired curiosity.

## Business Benefit

- Overcame call reluctance in minutes.
- Repeatable and measurable process
- Past successes highlighted in case studies.
- Confidence in messages
- 23% Response rate
- 84 reps made 1867 dials and connected 1496 times and received 342 responses in 12 hours.
- Sales Managers were able to utilize the Sales Gauge process to provide in the moment real-time coaching.