

Sales Gauge trains global sales force with immediate results.

With its Sales Gauge 360 offering, Sales Gauge empowers enterprise cyber security software company's global sales organization to prospect strategically and build pipeline in various languages and time zones.

"With a rapidly growing sales organization, it is important to provide our salespeople with the techniques to drive pipeline that provide an immediate result. Tim's reputation and proven record of success is why I brought the Sales Gauge program to our company. Our sales teams actively use the SEKM and RCBC methodologies and they are a foundation in our new hire onboarding."

– Chief Revenue Officer,
Enterprise Cyber Security
Software Company



Sales Gauge Enterprise Cyber Security Software Story

In partnership with the sales enablement team, Sales Gauge set up a virtual training program with a hands-on approach to provide consistent, effective, and efficient sales training. The program taught sales reps how to build executive messaging, and developed a process they could follow to tell a story, handle objections, and prospect accounts in different time zones and languages.

Sales Gauge 360 consists of powerful eLearning sessions combined with virtual live trainings and real-time prospecting. The program began with reps taking eLearning courses where they learned the concepts and basic knowledge they would need for the rest of the training. Once that was complete, they attended a hands-on virtual training, coming prepared with lists of actual prospect accounts to contact. During the first workshop, they created targeted researched executive-level email communications based on eLearning prospecting modules. These messages were then sent out during the sessions to fill the pipeline immediately.

The next session was to identify a 1-to-many story selling approach where the account executives would utilize the sales enablement tools to develop custom value proposition messages used for cold calling and handling objections. Once the messages were created, the account executives were tasked with pulling prospect lists they then used during a 90-minute exercise that averaged 35 outbound dials. Sales Gauge, using their unique backroom virtual coaching process, was able to coach the reps in how they opened the conversation, handled objections, and closed the calls.

The training provided the client with a clear sales prospecting methodology that was implemented immediately and content that could be reused repeatedly. The program is now a foundation in the company's new hire onboarding.

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. Sales training that pays for itself before it's even over.

Sales Gauge Solution

Sales Gauge 360

Sales Gauge set up a training program which would establish an effective sales prospecting methodology that would empower the client's existing sales reps to drive pipeline while also enabling the organization to build up its sales onboarding program.

Approach

The training was designed around:

- The need for a consistent prospecting methodology that could be implemented immediately across the company.
- The geographically dispersed nature of the sales organization.
- Different time zones.
- The fact that sales reps communicated with their clients in their native languages, which included French, German, Spanish, and Chinese, to name a few.

Business Benefits

- Immediate impact on getting executive meetings.
 - During the live calling sessions, reps saw an average response rate of about 10-12%.
 - Using the email templates created during the trainings, participating sales teams received a response rate of between 8-35%.
 - In one case, the CEO of one of the big 3 responded personally to a BDR and gave a referral to the correct member of his team for a meeting.
- A total of 57 email templates were created which were posted to an internal database and are available for sales reps to use repeatedly.

Company

Sales Gauge's client is a global enterprise cyber security software company.

Challenges

With extremely rapid growth, the organization faced a few challenges:

- They needed to establish consistent sales methodology that would not only benefit existing sales reps but also be a core component of their sales onboarding program.
- The team was geographically dispersed across multiple time zones making on-site training difficult.

