

## Sales Gauge delivers money-making sales training.

With its innovative use of technology and Sales Gauge 360 offering, Sales Gauge provides sales training that empowers sales reps to fill the pipeline real-time while providing long-lasting impact on the entire Veracross sales organization.

*“Sales Gauge 360 is an amazing program. The ROI was astounding. The live prospecting aspect of the program not only kept our sales reps productive during trainings but resulted in real prospect meetings being booked. The training paid for itself before it was over. Our sales reps are still successfully using what they learned with the Sales Gauge 360 program, and we now have content we are using to build a toolkit we can use to train new hires.”*

– Theresa Smith, Chief Revenue Officer



### Sales Gauge Solutions

#### Sales Gauge 360

Sales Gauge set up a training program which would give each sales representative the skills they needed for outbound prospecting, and would also establish a sales process and consistent messaging that could be used by the entire sales organization.

### Sales Gauge Veracross Story

The Sales Gauge 360 offering was able to address each of Veracross' challenges and provide a solution. Sales Gauge set up a training program which would give each sales representative the skills they needed for outbound prospecting, and would also establish a sales process and consistent messaging that could be used by the entire sales organization.

Sales Gauge 360 consists of powerful eLearning sessions combined with virtual live trainings and real-time prospecting. The program began with Veracross sales 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 email and calling templates using what they had learned in the eLearning and live instruction which they then utilized in the second workshop where they reached out to prospects in real time. While the sales reps were calling prospects, the Sales Gauge instructor was able to listen and provide live coaching to each individual student. This blended approach enabled the organization to train their existing sales team, while building content they could use and create a library for onboarding new hires.



### Approach

The training was designed around:

- The concept of cross-pollination- relying on the veterans' knowledge of the solution to build prospecting cadences that would teach the veterans the sales process and educate the new hires on the differentiators of their offering.
- The need for consistent messaging
- The remote nature of the sales organization

### Company

Veracross is a fully-integrated, 100% web-based Student Information System, the only system of its kind. Combined with its Magnus Health solution, it is a powerful tool for educational institutions. It allows for efficient student information and health management which has become increasingly desirable with the COVID-19 pandemic.

### Challenges

After experiencing tremendous growth, Veracross faced a few challenges:

- Many veteran sales reps had a lot of product knowledge but lacked an understanding of the total selling process.
- Due to market changes, Veracross was shifting focus to outbound prospecting - it would need consistent messaging that would drive value.

### Business Benefits

- Immediate impact on business - in the 90 minute training, 10 reps made more than 300 phone calls, resulting in a **12% conversion rate** with four meetings for product demonstrations and numerous referrals secured.
- New clear outbound sales process and consistent messaging empowered entire sales organization.
- Content library created for re-training existing reps and training new ones effectively and efficiently.

### Why Sales Gauge

Sales Gauge provides efficient, effective, and consistent training that enable 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 its even over.