



Case Study

Objectives

A company in the marketing automation space had 3 goals:

1. Generate more effectiveness in the current sales organization by producing more revenue per rep as well as more efficiency per rep.
2. Promote greater adoption of their CRM.
3. Foster a culture of live competition.

Business Challenges

1. Leverage more out of what they have.
2. Create an environment where every part of the sales process is documented.
3. Automate significant amounts of the manual reporting required in the CRM and spreadsheets to produce a hassle free, a metric-driven approach.

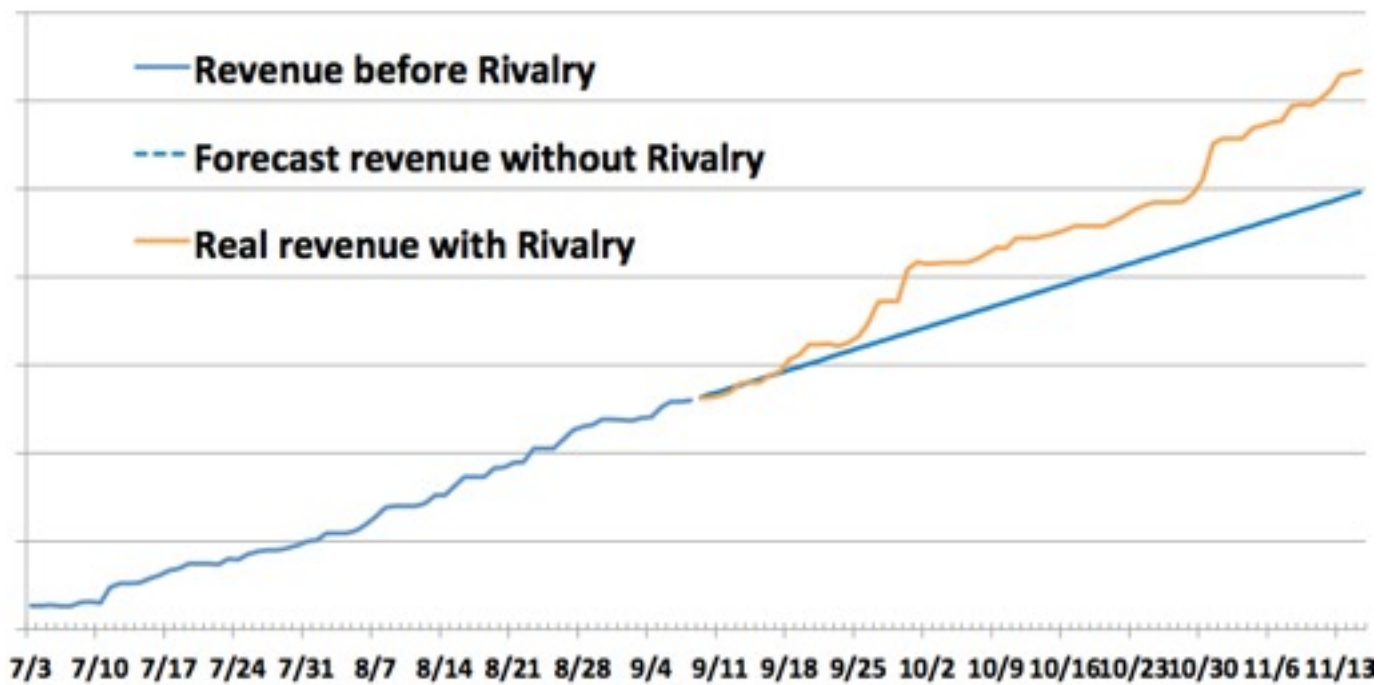
Time Frame

We took one and a half sales cycles -- approximately 68 days of data to calculate our findings.

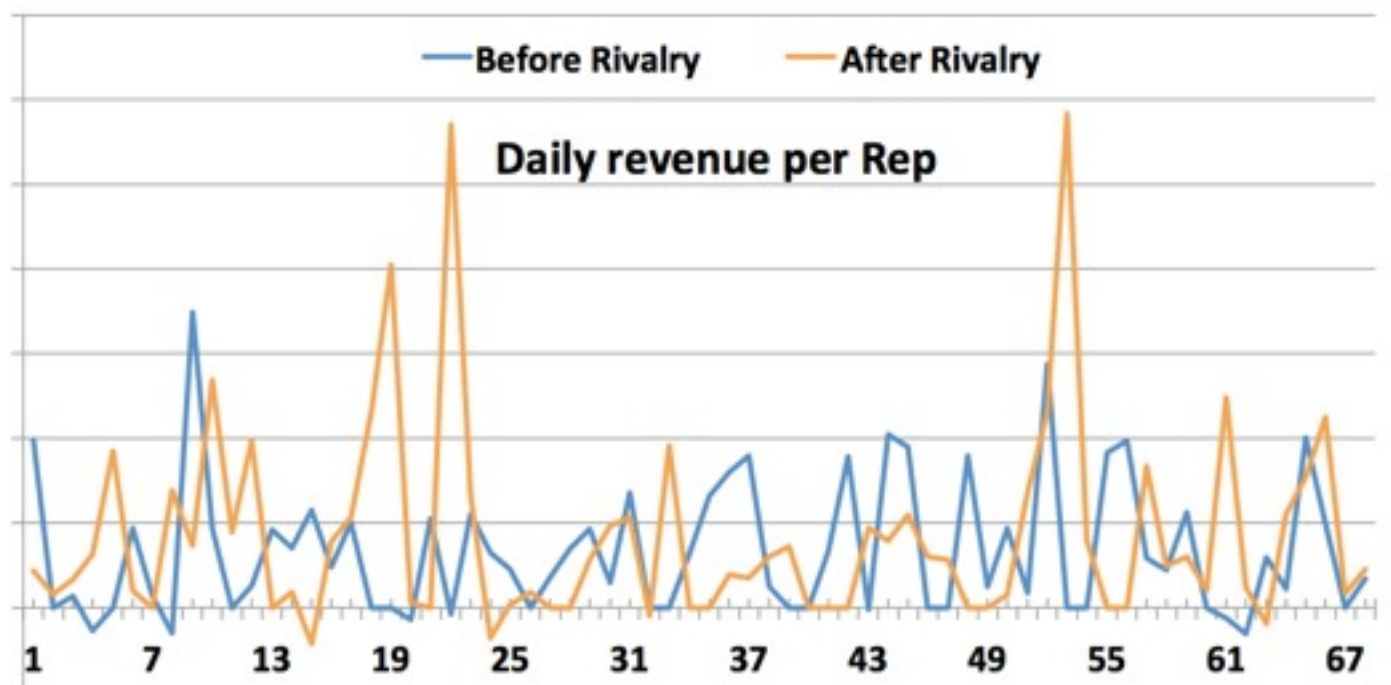
Findings

After Rivalry was implemented, on average, revenue increased 54.5% per sales rep and 52.3% overall. Sales rep effectiveness improved by 19.2%.

Increase in Revenue

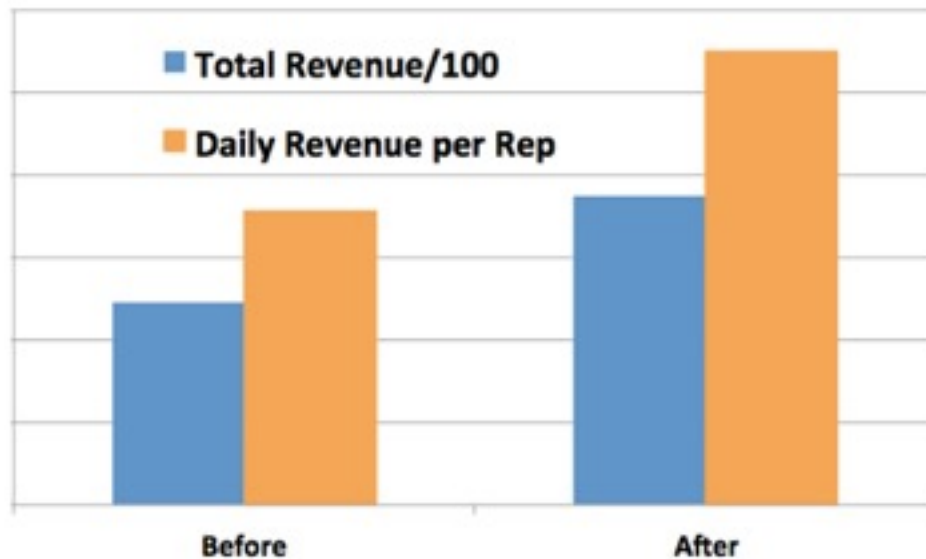


Comparison of **Daily Revenue per Rep** in 68 days



Increase in Revenue

Comparison of **mean values** in 68 days



On average:

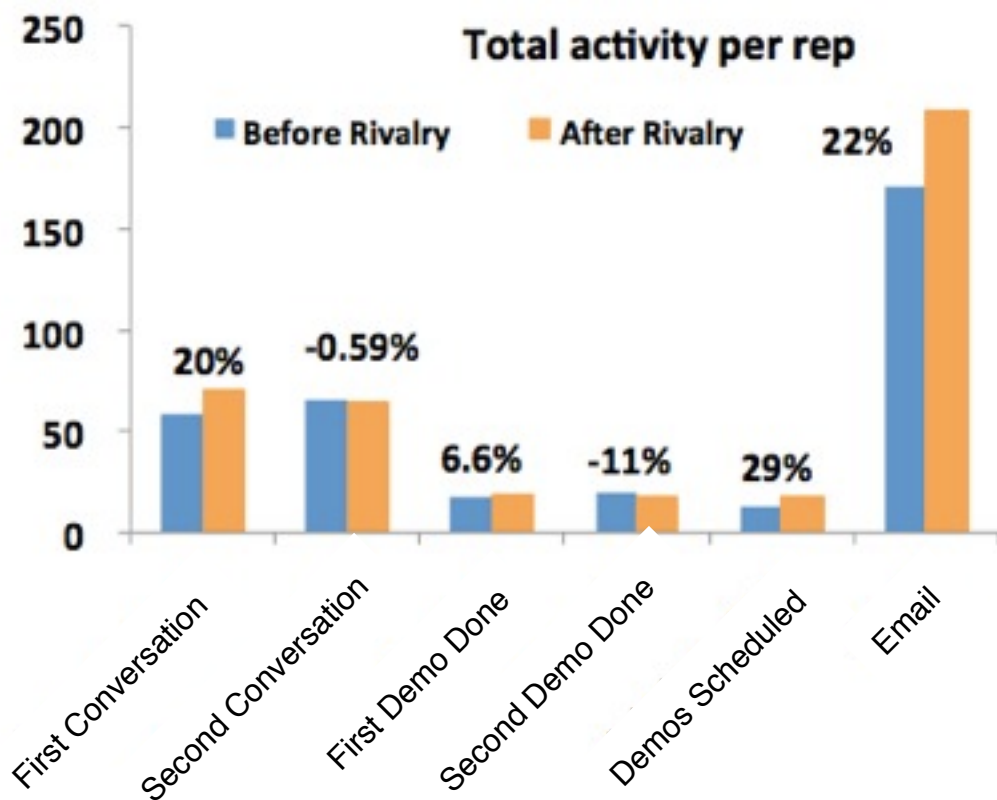
Total revenue in 68 days increased 52.3%.

Daily revenue per Rep increased 54.5%.

Increase in Sales Rep Output

After Rivalry, sales reps increased overall activity and they worked smarter. Less Second Conversation and Second Demos (if they didn't close the prospect on the first one, that is considered highly inefficient due to the time and resources it takes to for additional Conversation and Demo). Emails increased significantly.

Demos Scheduled increased significantly as well.



Increase in Sales Rep Effectiveness

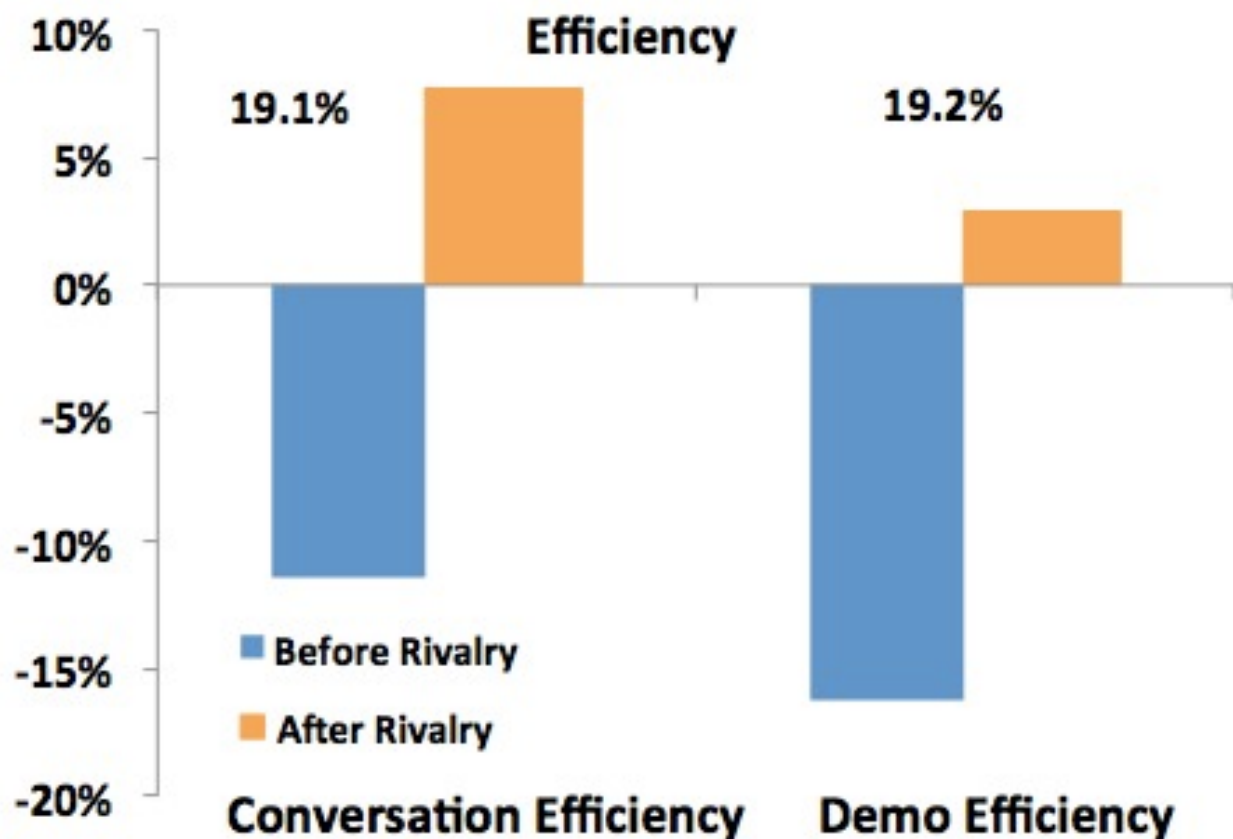
Equations:

Conversation Efficiency:

$\text{First Conversation} - \text{Second Conversation} / \text{First Conversation}$

Demo Efficiency:

$\text{First Demo} - \text{Second Demo} / \text{First Demo}$



Conclusion

Rivalry increased sales rep revenue by 54.5% per sales representative.

Rivalry increased sales rep effectiveness by 19.2%

Fringe benefits:

Rivalry's automated reporting freed valuable time for the sales managers so they could coach sales reps to smarter selling.

Sales process refinement occurred. Sales managers could easily identify bottlenecks in the sales process, providing them visibility into areas where they could coach their team to greatness.

Rivalry's live leader boards fostered a culture of live competition and transparency throughout the organization.