



CASE STUDY



Business Profile

RagingWire designs, builds, and operates mission critical data centers.

Industry

Hi-tech

Geography

US

Solution

Sales Performance Manager

Benefit

- Rate and analyze sales presentations.
- Time & money saved at performance evaluations.
- Instant feedback for reps.

RagingWire Significantly Improves Sales' Performance With Coaching Tool

RagingWire designs, builds, and operates mission critical data centers that deliver 100% availability and high-density power. The company has over 800,000 square feet of data center infrastructure between Sacramento, Northern California and Ashburn, Virginia and is affiliated with the global network of 150 data centers under the Nexcenter™ brand operated by NTT Communications. RagingWire has been net income profitable since 2004 with an average 30% year-over-year growth. It is among Inc. 500 Fastest Growing Private Companies and has a diverse customer base of enterprise, financial, internet, private, and public clients. RagingWire's patented power delivery systems and EPA ENERGY STAR rated facilities lead the data center market in reliability and efficiency.

The Challenge

RagingWire did not have a consistent, easy-to-use tool that provided real-time feedback on sales reps and the entire selling process. Sales reps wrote their notes by hand post meetings and presentations; not only was this inefficient and time consuming, but it made the information difficult to search and retrieve for review and post-mortems. Another challenge was the fact that a formal sales coaching tool had never been introduced before.





SPM
by CallidusCloud

“ My boss likes to swing by and ask, ‘How is Mr. X in sales doing at this point in time?’ I’ve got my CRM and my CallidusCloud which together allows me to give that update in five minutes as opposed to wondering now what am I going to do. ”

Ron Suchan,
Director of Sales,
RagingWire

The Solution

The CallidusCloud sales coaching tool is an automated tool that works as a great instant feedback mechanism and validation tool for sales reps, facilitating post-mortems of sales meetings and presentations, even as it makes performance evaluation more thorough and rigorous.

RagingWire follows a simplistic 3-step rule of winning customers with active senior management participation: 1) have good rapport with the client 2) give tour of the data center facility and 3) deliver the full experience with the tour. Take any of these away and the company’s ability to close business drops dramatically. The coaching tool works as a validation tool that makes it easy to see if sales reps have properly executed the processes to reach their goals. Right after a meeting, it allows sales managers to whip out their mobile phone to provide real-time feedback on reps in a consistent format that is easy to understand. The management team can then immediately download how the meeting went and also make it part of the rep’s record in the CallidusCloud tool making everything documented, permanent and easy to retrieve. Sales managers can enhance individual rep’s skills, suggesting specific courses they can take, all the time allowing reps to see real time how their skills are being promoted, be it a good presentation or one that needs improvement.

Another benefit of the tool is the time and money savings during year-end performance evaluations. Managers can easily pull up notes as well as historical data on individual reps to see KPIs such as number of meetings, presentations, and facility tours instead of going by gut feel.

Feedback on the sales coaching tool from reps has also been highly positive. The sales team values the real time feedback on their sales processes and the ability to compare their performance vis-à-vis their peers.

The Results

Fundamentally, RagingWire was looking for specific sales people to improve their presentation skills. And yes, they have certainly improved as a result of the new instant feedback and coaching mechanism. Reps close sales independently more frequently, instead of closing with help from their manager or another team member. Additionally, it showed that facility tours increased sales numbers by 70%.

About Sales Performance Manager (SPM) by CallidusCloud

With CallidusCloud’s SPM the process of coaching is transformed from a time-consuming and paper-driven process to an efficient, real-time activity delivering a lift in overall team attainment.

For more information on SPM by CallidusCloud, visit:
<http://calliduscloud.com/products/sales-performance-manager/>
Or call **1 866 812 5244**.

