CASE STUDY

Cree Uses Enablement to Turn Sales Reps Into Subject Matter Experts

Business Profile
Leading innovator of LEDs, LED lighting, and semiconductor solutions.

Industry
Manufacturing

Geography
US, Canada, Mexico, Europe, Middle East, Asia

Solution
Sales Enablement & Marketing Automation

Benefit
- Central repository for all sales materials.
- Easy to navigate and customizable.
- Easily integrates into CRM and other sales tools.
- Full analytics on usage

Cree, Inc. (Nasdaq: CREE) is a market-leading innovator of lighting-class LEDs, LED lighting, and semiconductor solutions for wireless and power applications. With more than 25 years of innovation, Cree leads the LED lighting revolution, aiming to make energy wasting traditional lighting obsolete. Headquartered in Durham, North Carolina, Cree has revenues of over $1.65 billion and operates in 12 worldwide locations.

The Challenge

Cree operates in an industry undergoing a paradigm shift – moving 100 year old traditional lighting to LED lighting that offers tremendous energy and maintenance savings. The market dynamics involve indirect sales engagements with many levels such as lighting designers, architects, end users (facilities managers, plant managers, etc), lighting agents, contractors (general and electrical), utilities, energy services companies (ESCO's), and distributors.   Every sale is a complex process involving many influencers, mandating that the company's reps be subject matter experts.

With the company growing rapidly, multiple product launches every month, and some 2,000 pieces of sales collateral, sales and marketing education and systems hadn't kept pace. The sales reps relied on disparate sources of information:

- a sales e-newsletter – which was not password protected.
- the company website – which was difficult to navigate and provided no option to post sensitive information or training courses for internal use, and
- the telephone – dial the product manager and/or the marketing communications specialist for product specifications and brochures.

Overall, the entire process was extremely inefficient, time consuming, and the company needed something that could better align sales and marketing. At the organizational level, the company had 3 separate sales forces to "enable": a 150-member internal sales organization; 700 external agents; and 3 major national distributor partnerships with countless sales people.

The Solution

Cree chose CallidusCloud Sales Enablement for multiple reasons: flexibility, customization capabilities, and the ability to integrate with multiple sales tools. It was the easiest to navigate, understand and implement and had all the analytics needed to prove ROI over time. The entire implementation from planning to launch only took four months.

The sales enablement portal, named CreeLink, is a secure, internal central repository for sales people featuring the latest commercial programs, recent customer wins, products & offerings including pricing and competitive information and new promotional and training material, most of which could never be posted in the public domain Cree.com. With the new system in place reps seamlessly log onto CreeLink, find comprehensive content searching by product/industry/customer type, access literature, grab images for a presentation, and check on prospect status in Salesforce all in a single sitting using a single sign-on. The portal also caters to external sales reps offering co-branding material. To showcase ROI, Cree is now developing reports showing which reps are most active, what content is being accessed most heavily and what content needs updating. The reports easily map low and high adopters.

Side by side, Callidus Cloud's marketing automation platform has been implemented.   This generated the ability to nurture prospects as well as to pass "warmer" leads over to sales.   The tool allowed both teams to understand and act upon the process of lead evaluation. In the past, marketing would send the leads to sales, and that was the end of convergence. Now, sales reps can be held accountable for following up on leads.

In summary, the company has been able to achieve all of its four objectives: turn internal, as well as external, sales reps into subject matter experts; create a secure central location for all content; integrate and streamline lead generation/nurturing; and generate ROI analytics.

The Results

Within a month, internal adoption of the Sales Enablement portal was 90% out of the 150 member sales force. In three months adoption rate among the 700 external reps was over 65%. Total logins were 15,000, total hits were 200,000, and total downloads were over 215,000. In the long term, Cree anticipates real impact on sales enablement leading to increased revenue growth.

About CallidusCloud's Sales Enablement

Enablement provides a central repository for all sales and marketing collateral with analytics on usage to guide marketing investment and comprehensive search and classification to aid sales in finding the right asset. Deal rooms provide users a self-administered portal to share sales content with customers and gain insights into how that content is consumed. Playbooks provide prescriptive selling guides to sales representatives - what tools to use at what stage of the sales cycle.

Marketing Automation

Marketing Automation is a platform to attract, nurture and qualify leads through multichannel campaigns across email and social media. The visitor intelligence component tracks anonymous visitors on your website and provides insight to sales and marketing to aid in understanding the prospect's needs and intent. Comprehensive reporting aids marketers in showing a Return on Investment for their programs.

For more information visit: http://calliduscloud.com/products/enablement/ or http://calliduscloud.com/products/sales-and-marketing-automation/
Or call **1 866 812 5244**.