



PUBLIC COMPANY - TRIANGLE SELLING

OVERVIEW

When ClozeLoop works with large organizations to deploy sales training, the client typically identifies a pilot group to start with and then expand to other teams. With this public company, the results with the first teams were so impactful that other managers were lining up to get their teams trained next.



CHALLENGE

This Silicon Valley Unicorn had seen tremendous success as a result of their strong product and brand, but management was anxious about the sales organization's ability to continue to produce strong results in an increasingly competitive environment.

With new technology companies entering their space and other organizations eyeing their talent, they needed a solution to create repeatable results across the sales team and to ramp new hires and internal candidates into roles.

SOLUTION

As with most large companies that ClozeLoop trains, this client picked a team to run a pilot program with. This pilot followed the typical ClozeLoop structure of prework, live workshops, and certification for both salespeople and managers. Additionally, sellers were invited to team office hours to workshop deals with the ClozeLoop team.

Beyond the team office hours, sales managers and the enablement team worked with ClozeLoop 1-1 to address coaching challenges with the team.

HIGHLIGHTS

- 100%+ quota attainment post-training
- Discovery and demo certification path established

IMPACT

Following training engagements with the initial teams, other managers started hearing about the work done with ClozeLoop and wanted their teams signed up.

Beyond the strong performance across the first two pilot teams (both exceeded quota by well over 100% the first quarter post-training), other managers began asking to have their folks trained in order to create a common language across their teams to improve performance and make coaching both easier and more impactful.

The end result was that a culture of rigor was established when it came to discovery and demo skills. As for managers, they used their training to identify coaching opportunities and address performance issues in a way not possible before rolling out a common methodology across the team.