



PE-BACKED DATA SERVICES COMPANY

OVERVIEW

This data services company had found success but was leaning too much on the founder for sales. ClozeLoop deployed its **Triangle Selling** sales methodology to help improve performance today, and also laid the groundwork for seamless promotions from the BDR to AE role.



CHALLENGE

This company had grown to more than 60 employees on the back of its strong product and the CEO's ability to close deals.

After building out a sales team, the organization realized that they were having many conversations with prospects, but closing few. And those that were closing were a result of discounting as opposed to a repeatable sales process.

Additionally, the management team lacked visibility into what was happening in prospect meetings.

SOLUTION

ClozeLoop rolled out **Triangle Selling** to the team, creating a framework-based structured approach to selling.

Additionally, ClozeLoop helped them hire a Director of Sales to oversee both BDRs and AEs, and encouraged the client to purchase call analytics technology to get greater insight into what was going on inside of deals.

Beyond our initial engagement, the **ClozeLoop Premium Success Program** ensured continued growth across the team.

HIGHLIGHTS

- 100% quota attainment immediately following BDR to AE promotion
- Increased close rate 2X

IMPACT

Following their engagement with ClozeLoop, opportunity to close rates more than doubled.

Additionally, the team was able to successfully build a BDR to AE promotion path that resulted in 100% of the promoted AEs achieving quota in their first quarter post-promotion.

Today, all sellers conduct pain-based discovery calls, perform engaging demos that drive velocity, and close in a faster, more predictable manner, at more than double the rate that they did before ClozeLoop.