

PROCORE[®]

Motivate what matters. | leveleven.com

CLIENT:
Procore Technologies

TYPE:
Private, VC-backed

INDUSTRY:
Construction Software

EMPLOYEES:
200 to 500

SALES TEAM STRUCTURE:
Inside Sales

Scaling a High Growth Sales Team

Problem

Procore is fast growing enterprise SaaS company focused on the construction market. They grew from 40 people in 2011 to over 300 today, and learned that while growth is exciting – it brings it's own set of challenges too. As their sales team expanded, that meant more new front line sales managers and a loss of focus on the day-to-day KPI's that matter. This resulted in inconsistent sales performance, misalignment between the SDR team and AE's, and missed meetings.

LevelEleven Solution

After deep research on category, Procore's Director of Sales Development, Dan Miller-Smith , came to LevelEleven to right the ship. Step #1 was crystalizing down from their vast list of 15 sales KPI's down to the top four that really mattered. Once defined, Procore used LevelEleven's Scorecard and Channel11 product to give each Sales Development Representative (SDR) their own performance stats and broadcast results in real-time on their 9-screen video wall which is in constant view.

Results

Since implementing a consistent KPI framework and utilizing the LevelEleven platform, **Procore has seen a 400% increase in YOY new business pipeline, increased SDR originated revenue from 5% to 60% of total company revenue, and created a more healthy, fun, creative environment.**