



SALESSTAR PARTNERS
WITH MEMBRAIN TO DRIVE
67% WIN RATE INCREASE

CASE STUDY

SALESSTAR



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SalesStar is a leading sales development consultancy based in Auckland, New Zealand. Their programs have helped hundreds of sales leaders evaluate their sales force, find and retain top talent and dramatically increase profitability.

Despite their impressive track record, SalesStar was struggling to make their CRM system work for them. “At the time we were using a globally recognized CRM brand, but it did not provide visibility of forecasted sales and our sales people hated it. I did not know with any accuracy as to what stage opportunities were at, and when they were going to close”, CEO Paul O’Donohue explains.

In order to keep growing and progress their planned expansion into the Australian and North American markets, something needed to change. As sales experts, SalesStar had documented every single step of their sales process; however, things continued to fall between the cracks.

“The challenge for us was finding the right tool that would encompass everything we believed a sales process should be. At the time, we were basically flying blind. There was no science to what we were doing. We were guessing, which is obviously not a good strategy to scale a business”, adds Paul.

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Paul O’Donohue, CEO of Salesstar



WHAT ABOUT THE SALES PEOPLE?

“Membrain holds both the sales team and the sales team manager accountable to the activity which gets results. Using Membrain, the activities are easy to monitor and the reporting tells me if my team is being effective in that activity and achieving results”.

WIN RATES HAS GONE UP BY

67%



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FINDING A SOLUTION

Question was, how could they successfully integrate their best practices and sales strategy with the system their sales people were using? Having already gone through one negative sales software experience, Paul knew they needed to pick the right solution this time around.

After extensive research, they eventually found Membrain.

“Membrain has been a true game changer”, Paul explains. “In all my years of sales and sales management I have never been able to get a CRM to work properly. Most mainstream CRMs don’t work out of the box and you have to take out a second mortgage to customize it. Membrain has none of that – it’s allowed us to quickly create our own sales process and I now have complete visibility of what’s in our pipeline”

SalesStar’s General Manager, Katharina Davey, quickly noticed a business problem that Membrain could solve. “Membrain holds both the sales team and the sales team manager accountable to the activity which gets results. Using Membrain, the activities are easy to monitor and the reporting tells me if my team is being effective in that activity and achieving results”.

50% of all CRM implementations fail. In order for this to work, Membrain had to be more than just another management tool. User buy in was essential: it had to deliver value to the sales people using the platform on a daily basis.

ADOPTION


When asked about adoption and pushback during the implementation process, Paul elaborates:

“The litmus test was the uptake I have had with my sales people using it – they love it! Membrain is stylish, intuitive and easy to use. To be frank, it is the sexiest software I have ever used to manage pipeline opportunities in order to consistently grow more sales.”

Katharina Davey agrees: “It is intuitive for a new user, as well as for administrators, to get up and running immediately”.

Since implementing Membrain, SalesStar has seen their **win rates go up by 67%** and **average deal size has tripled**. Their sales team has continuously reached or exceeded quota, **outperforming their sales goals by 26%** in the last 12 months.





” Membrain holds both the sales team and the sales team manager accountable to the activity which gets results.

// Katharina Davey

“Before Membrain, not knowing the critical KPIs in the business in order to answer the big questions frustrated me. What is our average sales cycle? What is the win/loss rate - why are we losing deals? What is our weighted value of our pipeline, do we have enough at each stage to achieve our budget? Those questions are a thing of the past and the results we’ve had speak for themselves”, says Paul.

ONE STEP FURTHER

Too often in sales consulting, new strategies are created but never implemented. To make sure their training was going to stick, SalesStar and Membrain formed a strategic partnership. SalesStar now recommend their own clients adopt the tool to emulate the success they have experienced for themselves. A global rollout of the solution has already been completed for a large international client.

Paul is quick to point out how the software complement their services:

“Membrain enables any company to codify their sales process and wrap science to relay understanding of how effective your process and people are. In order to improve sales effectiveness, you must first know your numbers. Membrain helps us understand how we are tracking and how we can constantly improve.

BEYOND SAAS AND USER LICENSES

While the software stood out, the people mattered even more.

“The Membrain team epitomizes what every sales team strives to be; customer centric, never over-promising but always over-delivering. They have always responded in a timely manner, albeit we are worlds and time zones apart!” Paul says, and elaborates:

“Unlike most software vendors, the Membrain staff are first and foremost sales experts. They have built software around what we deem as best practices to enable the sales force. Furthermore, they have done this looking through the lens of both sales managers and sales people and that is why there is great adoption of the product when it is introduced to companies”

IN CONCLUSION

Partnering with Membrain has significantly improved the overall effectiveness of the SalesStar sales organization.

Time previously spent on administration has been replaced with one on one coaching sessions. Membrain's prospecting module have helped the team standardize rigorous qualification criteria, stopping low probability deals from entering the pipeline in the first place. With the sales process guiding each sales person every step of the way, it is very clear what needs to get done and when. Accountability rules the day, micro management is a thing of the past and pipeline review meetings are more effective than ever.

When asked further about how they use Membrain on a day to day basis, Paul explains: "We have mapped our staged sales process in Membrain, which has provided visibility of deals at each stage of the pipeline. We can tell when a deal is going cold, we can put our attention on the winnable high-value deals that need attention without letting anything we don't want to lose fall through the cracks. Our Sales Manager drives sales meetings and coaching sessions using Membrain to help sales people focus on the right activity. Our Sales Manager believes it is the best tool to hold sales people accountable and to use for coaching".

PARTING WORDS

Pondering the state of their sales effectiveness before and after Membrain, Paul finds a fitting analogy: "I can't imagine running the business without it. It would be like flying a jumbo jet in a blizzard without any navigation equipment!"



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// Paul O'Donohue



Makes your sales
strategy stick

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