

REAL RESULTS CASE STUDY

Easing Growing Pains in SaaS

Background

Since our foundation in 2003, we've had many clients in the Software-as-a-Service space. An early SRi client was of the first cloud providers of email/web security and filtering.

At 6 years old, the young company had experienced extreme growth, with multiple data centers, thousands of clients, and millions of end users across the U.S.

This had caused serious growing pains for the sales organization, and was hindering the company from its ultimate goal of acquisition.

The Solution

SRi provided an Inside Sales Power package to the client, to build an Inside Sales organization for the sales and management teams. Package components included in-depth discovery, sales management training, an Inside Sales team-specific playbook and training, major account planning, and database cleansing.

The Sales Results

As a result of working with SRi, our client became number one in their space in 1.5 years, and sold to a multinational technology company for 162% more than originally planned.



INSIDE SALES
POWER™