

**flockler**

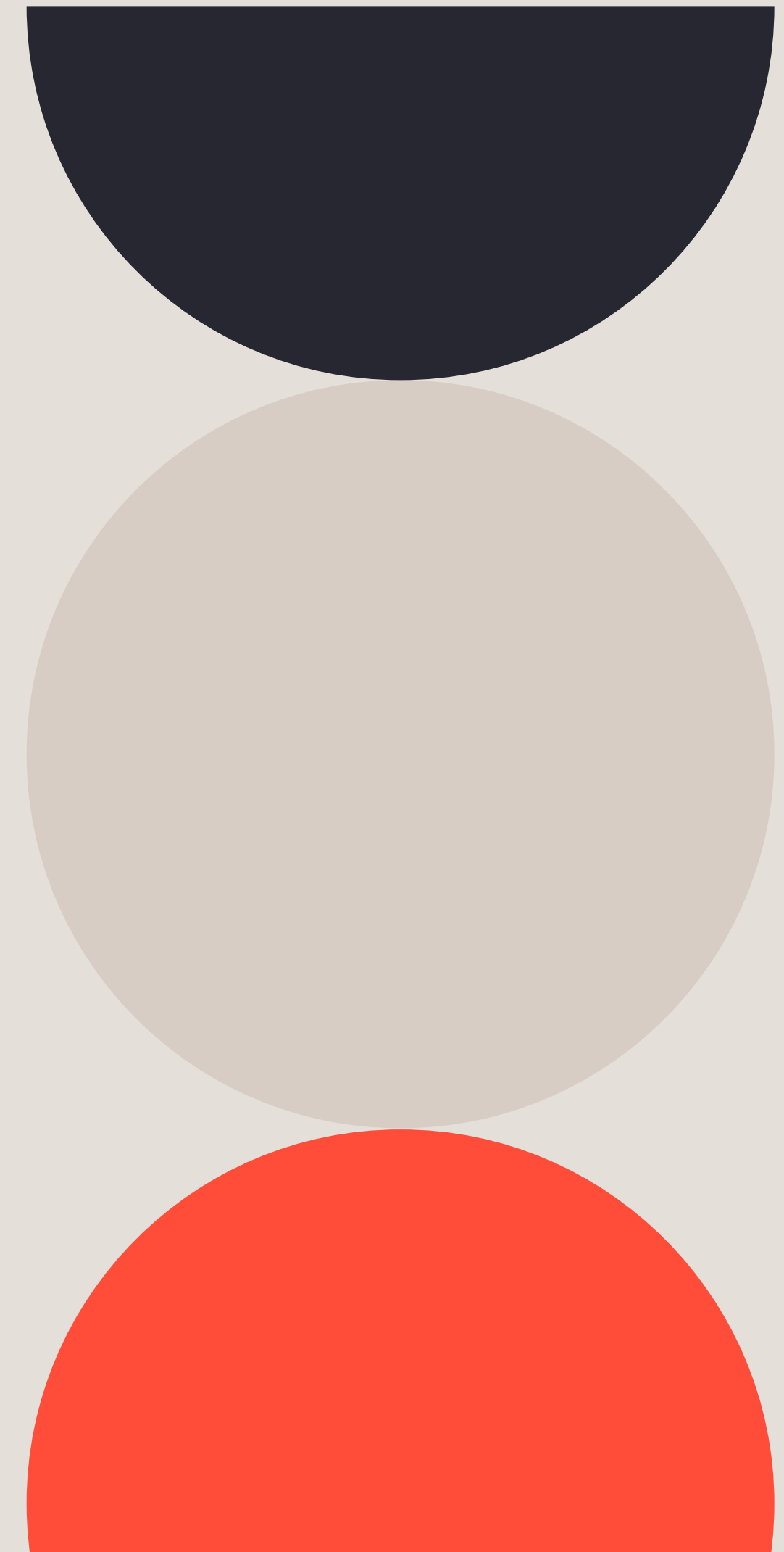
CASE STUDY

Flockler appoint territory  
managers to transform sales  
operations.

# Challenge

Toni Hopponen, CEO and Founder, had done well to get Flockler off the ground. He converted from a marketing consultancy to creating a SaaS product, which hundreds of customers had been acquired online for with their social wall and aggregator platform, which increases web traffic, dwell time and conversion.

Toni approached Sales for Startups with the interest in exploring an alternative acquisition and growth model which was not solely dependent on online acquisition and Toni's personal time. He wanted to explore the option of creating a sales team but felt like he "didn't have the external funding and finding and managing salespeople is expensive, as well as our business model may not work for commission-bearing salespeople".



# Solution

Through deep data analysis and our discovery workshops, we found that the ideal account and customer profile was not clear, the case studies for clients didn't show the true demonstrable value of the platform, there was a lack of low and medium touch customer retention and growth strategies for both lower and higher tier offerings where differentiation was not clear. Also, large enterprise clients like Royal Mail, Penguin, Expedia had no client account plans.

We made the recommendation that Flockler didn't need an outbound sales operation but in fact Territory Account Managers - including one that was German-speaking to cover Germany and Benelux and one to cover the UK & US market, with each owning 70-80 clients. We segmented the client base and leveraged a decision matrix to categorise which clients would benefit from upgrading their license. We then created a new pricing tier and leveraged a 20-strong partner base of boutique agencies to increase license spend. We also installed a Customer Advocate programme to increase referrals, upsells and retention and hired a Product Manager to improve the connection between Marketing, Sales, Customer Success, Product and Development.



# Results

50%

Of last year's  
revenue in first 90  
days

123%

Increase in average  
deal value

4

Countries targeted: UK, US,  
Germany & Scandinavia

2

Territory managers  
hired in 90 days

35%

Average increase in  
pricing

“I was impressed with how their methodologically unpicked our business and how they understood it so quickly. Right from the start, the workshops were very insightful and gave us clear and concise recommendations on how we could double our turnover.”



TONI HOPPONEN, CEO AT FLOCKLER

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# Want more support?

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Complete our online scorecard in just 5 minutes and you'll get insights on your blind spots immediately.

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# SALES FOR STARTUPS

## Get in touch

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