volume

CASE STUDY

Volume AI gain clarity on
roles and develop a robust
sales process

Challenge

Benoit Alvarez, CTO of Volume AI, had been running the sales division of the AI business after a successful pivot away from the traditional agency business. He had done a great job until this point but realised his skillset laid in building great products - not necessarily selling them.

Sales for Startups were approached to create and execute the first phase of building Volume AI's sales division. They wanted to take a data driven approach to sales by first creating their sales strategy that would then produce their unique sales model, all within 90 days.

This was to lay the foundations which included reevaluating their value proposition, upskilling and recruitment of new team members as well as installing new lead generation, deal management and upselling processes.
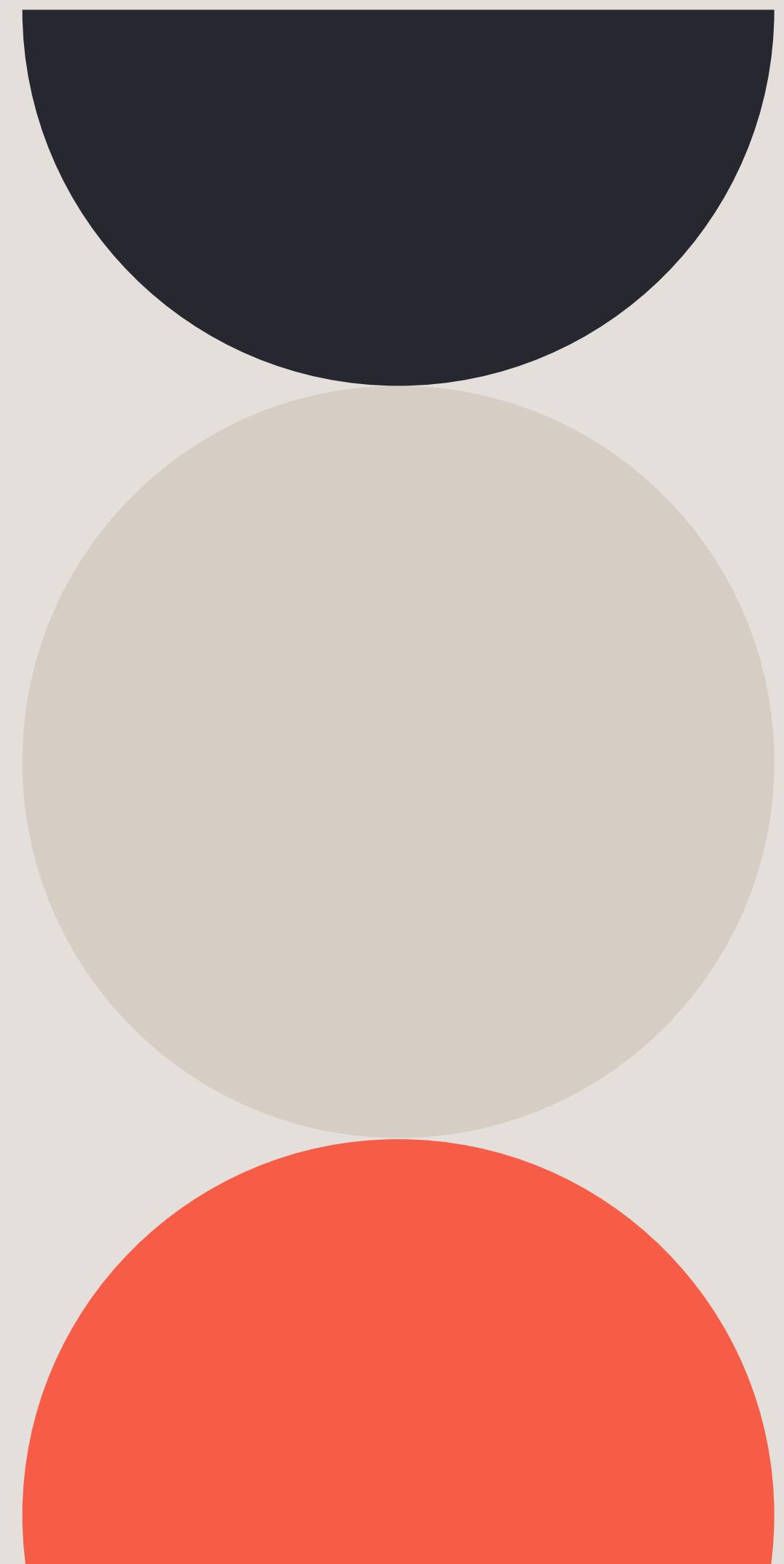
Solution

Through deep data analysis and discovery workshops, we identified that the ideal account and customer profile was not clear. On top of this, the value of the products were articulated as feature-led and not outcome-led. There was a lack of clear roles and responsibilities within the team, as well as a repeatable sales process to follow. All this was underpinned by a lack of reporting into performance and pipeline management.

We recommended that Volume AI invested in a CRM tool that was fit for purpose and seen as the single source of truth. We created buyer personas for their products to clarify the challenges and outcomes buyers were experiencing. By redefining their value proposition, we were able to create collateral that supported effective sales enablement and were able to create a prospecting engine that sourced leads from a multitude of channels.

We sourced new Business Development Managers (BDMs) and introduced an Applicant Tracking System to install an improved process for selecting quality talent. Alongside sourcing and selecting new talent, we created new commission plans to ensure the right behaviours were incentivised for new and existing staff.

We also optimised the CRM and automated mundane tasks in the sales process to enable greater sales efficiency. This was complemented with training sessions for new and existing team members, based on the recording of all customer interactions we could now pinpoint the areas that needed in-depth coaching. We installed frameworks on the CRM for onboarding new and ramping salespeople, objection handling and the full sales process - none of which existed before.

Results
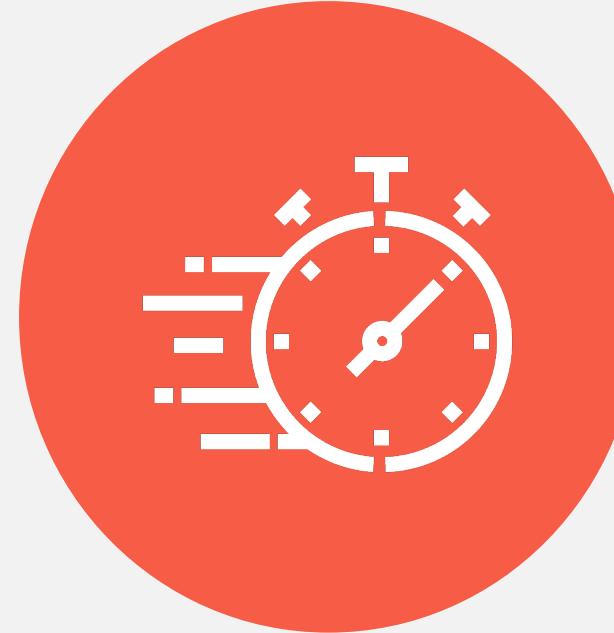
Optimised Volume AI value proposition to be more effective in sales process
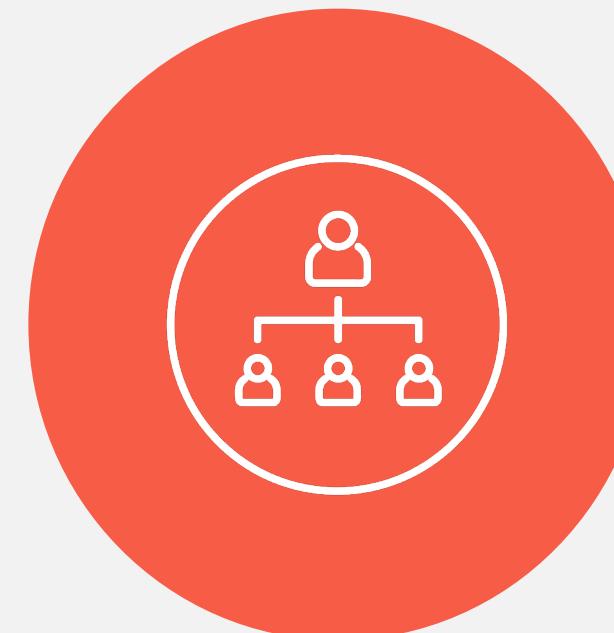
Clear defined team structure with roles & responsibilities tracked and measured
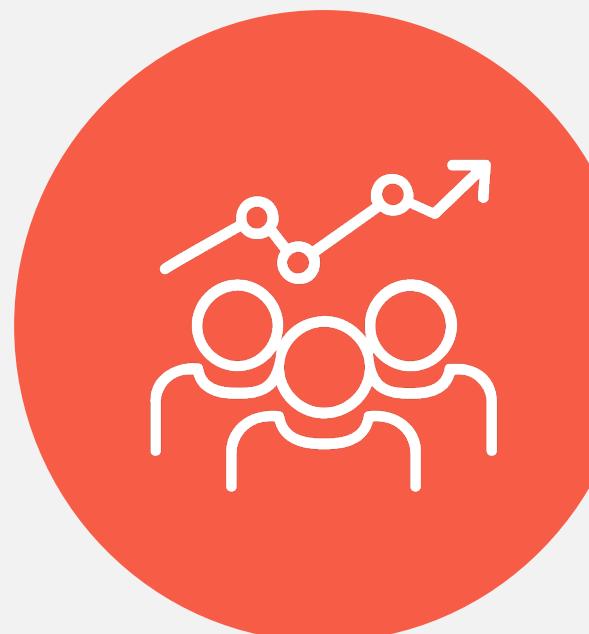
Hired one new BDM, starting within 21 days of advert going live
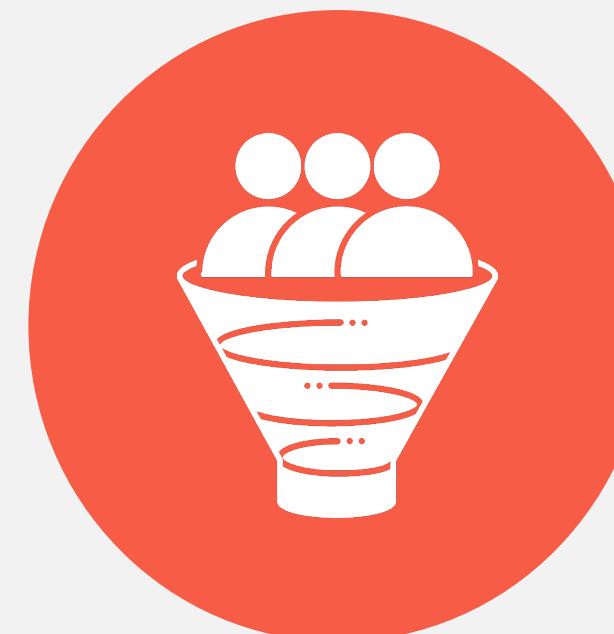
Documented the end to end sales process in a more effective CRM tool

"We lacked the skills and knowledge to create an effective sales model - we didn't know what good looked like! I was impressed with how our CRO unpicked our business and how quickly they were able to install change. Right from the start, the workshops were insightful and gave us clear recommendations on how to build the foundations we needed. We then selected, onboarded and hired the right talent to fit our sales model and then Sales for Startups have taken an active role in developing the right processes to maintain the momentum we'd gathered to push towards our goals."

BENOIT ALVAREZ, CTO, VOLUME AI

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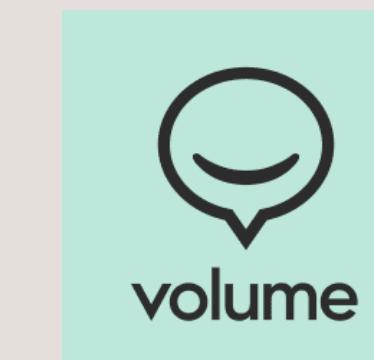
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