

THIS VP SALES INCREASED CLOSE RATES 10% ACROSS 70 REPS — HERE'S HOW

Customer Success Story



AT A GLANCE

+10%

Close
Rates

+12%

Lead-to-Opp
Conversion Rate



Dozens of Turnaround
Successes

Overview



Location
Toronto, Canada



Company Size
270 employees



Sales Team Size
70 reps



Founded
2010



Website
touchbistro.com



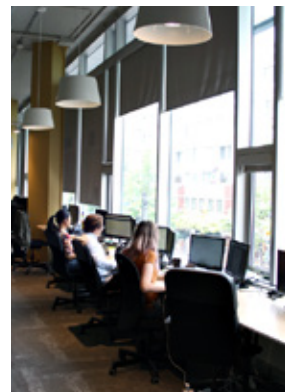
Industry
iPad POS for restaurants

The Company

TouchBistro is the #1 iPad POS system for restaurants.

It helps restaurateurs make more money, deliver a better customer experience, and take the guesswork out of business decisions.

Paul Snelson, the former VP Commercial Sales at Salesforce, is now TouchBistro's VP Sales, leading a team of 70 SDRs and account executives. Despite having a seasonal business, Paul's team managed to increase its close rates, lead-to-opp conversion rates, and quota attainment across the 70-person team.



Booming Leads, Busting Close Rates

TouchBistro had built a strong inbound lead generation program. But as Paul put it, converting those leads remained elusive.



“We had tons of inbound leads. But our close rates weren’t keeping up, and I couldn’t answer why. Our sales conversations were a black box we needed to get inside of.”

Paul Snelson

Vice President, Sales

That was also true of his SDR team’s lead-to-opportunity conversion rates. The team needed to convert more inbound inquiries into sales opportunities, but they didn’t know what was happening during SDR conversations. You can’t fix something if you don’t know what’s broken.

Paul looked at his CRM data, hoping to understand how he could improve these metrics, but found there wasn’t enough context there to get helpful answers. He felt he couldn’t move the needle without shining a light on what was happening inside his team’s sales conversations.

A Hopeful Solution Becomes a Dead End

Eager to get visibility into the team's sales conversations, Paul had his reps submit one recorded demo call per week to their sales manager for review. It was a time-intensive process and the managers ended up spending their Saturdays watching demo recordings so they could provide commentary during the next one-on-one coaching session. Not ideal.



“We found this approach extremely labor intensive and infinitely unscalable. There were too many steps, it was too slow, and we didn't know which calls to focus on.”

Paul Snelson

Vice President, Sales

Paul and his team went back to the drawing board.

Discovering Conversation Intelligence

Part of the fast-growing tech community in Toronto, Paul spoke with several sales leaders who recommend technology that could help him understand what was happening inside the black box of his team's sales conversations.

It was conversation intelligence technology, and dozens of sales leaders in his area had used it with great success. They could profile their top performers, understand winning call structures, and enable frontline sales managers to coach their reps.

Profiling Top Performers and Call Structures

Luckily, the TouchBistro team had a large volume of call recordings in RingCentral, its telephone provider. Paul connected Gong.io to RingCentral to analyze recent call recordings and identify the behaviors and patterns of his top performers.

Immediately, Paul and the sales management team were able to see how their most successful salespeople structure calls at each stage of the sales cycle, and how their approaches differed from those of low performers. The most striking difference was the order in which they presented software, hardware, and services during their Solution Presentation.

This led Paul and his team to develop a framework other reps could follow. They used the new framework in one-on-one coaching to help reps structure their conversations moving forward, and ultimately close more deals.



“We started doing a lot of coaching around upfront contracts, asking for the business, and handling competitors. These insights led to a dramatic lift in our reps’ quota attainment.”

Paul Snelson

Vice President, Sales

The Results

The ability to create a successful call structure, and continually coach against it led to amazing achievements on the sales team.

+10% Increased Close Rates

After the first month, Paul saw a 10% increase in close rates across his account executive team.



+12% Lead-to-Opp Conversion Rates

Paul's SDR team also upped their game. The team's average rate of converting inbound inquiries into sales opportunities got a 12% increase.

As great as those outcomes are, Paul knew another metric was critical to measuring the team's success — moving **everyone** toward quota.



“Our biggest win has been getting struggling reps up to plan insanely quick. They’re experiencing meaningful individual successes, and it’s a tremendous boost to the entire team’s numbers.”

Paul Snelson

Vice President, Sales

The Takeaway



“Our managers and reps rely on Gong.io to boost their close rates, self-coach, and hit their quotas. It’s been an incredibly successful roll out for us.”

Paul Snelson

Vice President, Sales

Say Hello to Knocking it Out of the Park

Want success like that for your team?
Learn how Gong.io can help make it happen.

[GET IT ON THE ACTION](#)

