

Sage Case Study

How the company saw a record number of QDCs in one month after implementing training



The Challenge

- After implementing a new dialer program, call counts increased but call quality decreased
- Connect to QDC* rates dropped to 6.1% conversion (*Approved Set Appointment with AE). Goal = 9%
- Entire inbound SDR team and 5 out of 6 managers turned over in 1 year

The Solution

- Three onsite interactive rep training workshops
- Weekly virtual training reinforcement for reps
- Four-month Sales Leader Bootcamp
- Three months of joint call coaching sessions with managers and reps

The Results

- ✓ Immediate increase from **6.1 to 7.9% conversion**
- ✓ Ultimately the SDR team finished with an **8.9% conversion**
- ✓ Team netted a **company record of total QDCs** in one month



46%

Increase in conversion of connect to QDC (Stage 1 to Stage 2)