



Case Study: Now Communications



Tempe, AZ



250+ Sales Reps



Satellite



workwithnow.com



SalesRabbit

now

High quality customers generated using **SalesRabbit**



Competition, recognition and the will to win can inspire individuals beyond their limitations and achieve peak performance. Now Communications has tapped into the competitive spirit of their sales reps using Sales Rabbit, forever changing the sales culture of the company.

Now Communications is a leading door-to-door sales force selling DIRECTV and AT&T services. With over 5,000 DIRECTV dealers, They have twice been named the DIRECTV dealer of the year. They were also ranked as the #36 company on the INC 500 list and the #1 in Arizona in 2014. They currently employ around 250 sales reps.

Enjoy a quality sales culture, enable sales and shed expense

Challenge:

- Reversing sales behavior of originating low quality, less valuable customers
- Needed a platform that would drive productivity by ranking sales reps according to performance metrics
- Wanted a platform that could save costs for the company through sales automation and electronic processes

Now Communications was not always a top dealer in the nation. As a DIRECTV dealer, their accounts were perceived as lower quality. Mostly due to sales reps wanting to maximize sales, the company faced a sales culture behavior that resulted in lower quality business. Their sales reps were hard workers and had success, but data revealed low performing customers, which led to high attrition costs and less commission for both the company and sales reps.

Now Communications like most sales and marketing organizations, wanted to reduce customer acquisition costs. They wanted to digitize many of their print materials such as customer agreements, training manuals and sales binder materials. Printing, inventorying, distributing, shipping and processing all of this paperwork was a shedable expense with SalesRabbit.

When Now Communications CEO Jon Shields determined to implement a sales enablement platform, he needed a “one app” experience to achieve all his sales teams needs. His main frustration in searching was that it was difficult to find a standardized solution that was customizable to his use case.

When Jon came in contact with SalesRabbit he was impressed with the teams ability to solve his use case and configure solutions within the app. Confidence in the software and collaboration with the SalesRabbit team led the Now Communications organization to use SalesRabbit.

A man in a light blue shirt is shown from the chest up, pointing his right index finger at a house number '1043' mounted on a white door. The door is part of a white building with large windows. The background shows a blurred outdoor scene with a white picket fence and some greenery. The text is overlaid on the left side of the image.

**“We will save over
\$100,000 using
SalesRabbit this
year and sales have
increased 25%”**

-CEO, NOW Communications

The SalesRabbit solution

Soon after implementation, the company began to experience the benefits of real time data insights and streamlined sales processes which = more production. After a period of 1 year, it reformed their entire sales culture amongst their company. Spirited sales reps competed for leader board placement, and sales teams and regions took greater pride in their performance metrics.

SalesRabbit developed a special metric called quality score installs (QSI) and total score installs (TSI) as a way to track the qualitative results of sales reps. Live leader boards allow reps to sort key performance data by date ranges, offices, regions & individuals. One can also sort by activities within the prescribed sales process such as doors knocked, new leads created, credits processed, deals closed & more.

Now Communications found that their sales reps steadily monitor the leader boards promoting hard work, competing for prizes, incentives, recognition and gratification.

The scoring has created a competitive atmosphere encouraging best in class behaviors amongst all sales reps. The QSI and TSI scoring channeled the competitive nature of sales reps into a quality account mentality.

Materials are easily uploaded to the SalesRabbit interface. Using the in app media library, Now Communications has uploaded their training and sales materials. This provided an efficient and economic way for sales reps to consume training and display sales materials.

Solution:

- SalesRabbit configured the apps customizable stats tool & created the (QSI) metric and (TSI) metric.
- Re-created the sales process in a digital work flow, automating and reducing data entry into electronic customer agreements.
- Digital sales and training materials are interchangeable and presentable within the media library feature.

“The leader boards in SalesRabbit have caused our regions to compete for incentives and competitions which fuels our sales organization with steam, pride and power to achieve.”

-Jon Shields, CEO

Competitive Sales Regions

Now Communications organized their sales reps into geographic offices, that make up a region, each region has an identity. The reps have assigned role types, permissions and within SalesRabbit can chat with each other, compete and see each other's performance.



A black and white photograph of a man and a woman standing indoors, looking at a tablet computer held by the man. The woman is pointing at the screen. The background is a plain wall with a door visible on the right.

Turning around the Titanic

By selling more quality contracts, Now Communications has “turned around the titanic,” by becoming one of the top DIRECTV dealers in the nation. Management at Now Communications finally got the sales reps to understand that not all accounts are created equal. They have reported that quality and revenue are both significantly higher since using SalesRabbit.

The SalesRabbit interface has also helped Now Communications to save money digitizing sales materials, training manuals, work orders and contracts. The avoided printing costs alone will save \$7,000 annually. Employee time and resources are preserved not having to process paperwork, manual data entry, ship and handle physical paperwork.

Now Communications reports that without SalesRabbit they would generate 25% less than they do with it. Added profits have allowed them to provide better mobile devices to their sales team to process orders. Attrition and charge back accounts are minimized adding \$100k+ a year in savings.

Results

- Qualitative measuring has caused sales reps to account for their personal performance metrics.
- Reps prospect less and close more, enjoying fast, streamlined sales processes on their mobile devices.
- Digital processes are more scalable, repeatable and changeable, costing less.



SalesRabbit is the industry leader for lead tracking and selling for face to face and door to door sales reps. The lead management, leader boards, area assigning tools, and digital contracts give sales reps the tools they need to succeed. SalesRabbit integrates with CMS and CRM's like SalesForce and many other platforms. Schedule a demo today to experience how you can enable your sales team and accomplish executive initiatives through modern sales software.

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