people.ai

> "**PEOPLE.AI PUTS SALES DATA AND REAL-TIME SALES ACTIVITY AT MY FINGERTIPS. IT ALLOWS ME TO DRAW POWERFUL CONCLUSIONS.**"
>
> – Ryan Toben, VP of Revenue Operations at Gainsight

How Gainsight Scales Their Sales Process with People.ai's Robust Sales Management Platform

The Challenge

As the VP of Revenue Operations at Gainsight, Ryan Toben is in charge of sales and marketing operations, business development, and cross-functional strategy. He set out to improve the sales process with better forecasting in order to scale quickly. The obstacle that he ran into was that he had many hypotheses regarding what tactics worked best for his 25 reps, but he didn't have conclusive data. In order to supercharge his sales team, Toben needed insight into:

- What sales activities led to closed deals
- How to increase win rates
- Clear indicators of what held them back from closing certain types of deals
- What factors lead to a shorter deal cycle

The Solution

Gainsight chose People.ai to help them uncover the data insights they needed to find deal trends that would ultimately increase their close rate. Leveraging this data allows them to see what sales activities work best and how those activities impact team and individual-level metrics. Here's how Toben gets value from People.ai:

- Gains access to key metrics with minimal effort
- Illuminates optimal deal cycles based on robust data
- Understands what needs to happen in each stages of the sale cycle, and in what order, to ensure the business is won
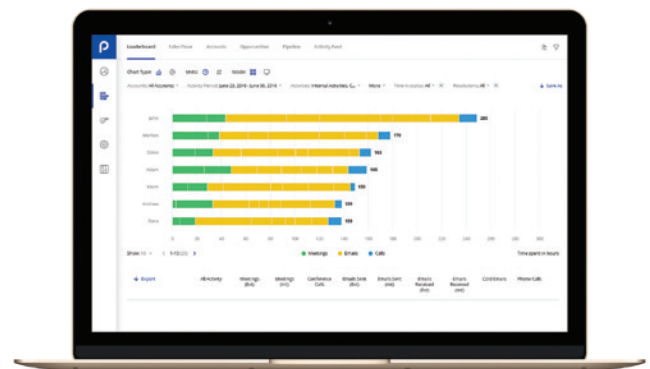
People.ai provides Gainsight with a platform that compiles sales activity in real-time so that Toben and his team can go in and really figure out how their team is doing and what they can do to improve performance.

Additionally, Toben saw value in People.ai metrics like *Customer Reply Time*, which exposes to salespeople how fast a customer/prospect responds to a rep. Understanding these types of behaviors and how they vary across reps is to key coaching reps for success.

The Result

Since implementing People.ai, Toben has used it to help reps understand the recipe of sales activities needed to get deals across the finish line. He explained, "With People.ai we are able to quickly see what activities move the needle. This has changed our approach to how we sell. We found that 94% of the top business deals closed in 2016 had a meeting or call scheduled within the last two weeks of close. Without People.ai, it would have taken me months to come to this conclusion. I'm able to use this data to pinpoint deals that may be at risk of closing on time."

Toben's tip for other sales teams is to identify activities that have proven success and do more of those. He's made it a priority at Gainsight to aligning individual rep goals with company wide goals. This goes beyond quotas and facilitates an open dialogue directly with the company's sales force. When every employee understands how their effort impacts their company's success, it benefits everyone and leads to better outcomes.

> **❝BEING ABLE TO UNDERSTAND WHAT REPS ARE SAYING AND DOING TO GET CUSTOMERS TO RESPOND FASTER; THAT'S A DIFFERENT LEVEL OF MAKING THE SALES FORCE BETTER.❞**
>
> – Ryan Toben

> **❝A WAY TO MAKE DATA-DRIVEN DECISIONS FURTHERS GAINSIGHT'S GOALS OF GROWING THEIR TEAM AND STREAMLINING THE SALES PROCESS.❞**
>
> – Ryan Toben

About Gainsight

Gainsight, the Customer Success company, helps businesses grow faster by reducing churn, increasing upsell, and driving customer advocacy. Gainsight's product helps you touch customers effectively, track customer health consistently and transform the way your company orients around the customer. Gainsight provides a 360° view of customers and drives retention across Customer Success, sales, marketing, executive and product management. Learn how leading companies like Adobe, Box, DocuSign, HP, Marketo, Nutanix and Workday use Gainsight to help their customers succeed at www.gainsight.com.

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