

Sales Coaching Helps Cogniance Improve Sales Team Response Time by 33%

CASE STUDY

Company



Use Case

Sales Insights

Industry

B2B | Technology Services

“PEOPLE.AI IDENTIFIES THE STRENGTHS AND WEAKNESS OF OUR SALES TEAM. WE'RE ABLE TO CUSTOMIZE SALES TRAINING AND COACHING BASED ON THE DATA FROM THE PEOPLE.AI PLATFORM.”

– Sofiya Ulyak, Sales Operations at Cogniance

The Challenge

Sofiya Ulyak, who runs Sales Operations at Cogniance, was tasked with improving the onboarding and ongoing sales coaching process. Sofiya's sales team spans two continents, so a uniform way to understand how salespeople were doing and the best way to coach them was required. Sofiya needed something to help her bolster sales productivity and foster a culture of sales excellence. But she was missing the data needed to understand where certain sales team members were excelling over others and how to address the specific needs of individual salespeople, in order to get everyone's performance to its peak.

Before she could come up with an effective way forward, she needed to:

- Gain a comprehensive understanding of sales activity over time
- Identify specific areas of improvement for salespeople
- Understand what type of sales activities and behaviors produce the best results

The Solution

After selecting People.ai, Sofiya was able to clearly understand the areas where her team members needed coaching. People.ai exposed what the most successful salespeople were doing differently. With this data and insight Sofiya created a data-driven onboarding process that helped each team member ramp faster. No longer did new salespeople need to reinvent the wheel, they now had a clear path on how to be successful in their first 30 days.



With People.ai, Cogniance was able to:

- Measure the activity of salespeople from their first day
- Give sales team members access to their own real-time performance data
- Use activity data to develop a strategy for winning large accounts
- Design and set actionable goals

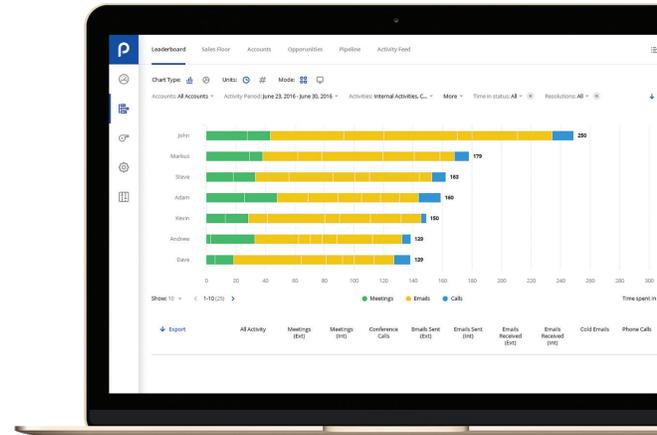
The Result

People.ai gives Cogniance the ability to manage their salespeople based on data, not intuition. It also gives the team the ability to visualize their daily activities and gain more clarity into how they're progressing toward their goals. Sofiya is able to focus on her team's performance and pinpoint exactly what will help them improve.

Since implementing People.ai, Sofiya realized that understanding how long it takes salespeople to respond to prospects was a metric they needed to track. Now with People.ai's data, the sales team has reduced the amount of time it takes to respond to clients by up to 67%. By responding to clients' inquiries salespeople are able to quickly address their clients needs, leading to happier customers and more business wins.

About Cogniance

Cogniance is a global design, development, and consulting firm creating a world where brands and people connect through technology. Cogniance works with venture-funded startups and Fortune 500 companies, helping them with the strategy, design, build, launch, and evolution of their products.



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