

# Case Study



Headquarters Charlotte, NC

Employees 80

Industry Sports and Entertain-

## QuintEvents doubles sales efficiency in six months, nearly triples in 18 months

### Background

Founded in 2002, QuintEvents is an event experience company that provides VIP access to the world's most sought-after sports, entertainment and lifestyle events like Formula 1, Kentucky Derby, Super Bowl, Barrett-Jackson automobile auctions and more. With exclusive access and precision execution, QuintEvents delivers once-in-a-lifetime experiences and expert hospitality for consumers and companies looking to spend quality time with others at 65+ events around the world.

QuintEvents engaged Patty Laushman and Revenue Catapult to help them optimize their sales processes with a focus on their new sales enablement platform, Outreach. Within six months, sales output had doubled, and within 18 months, they were well on their way to tripling sales rep efficiency.

### Results Summary

#### Tripled Efficacy

Increased Sales Efficacy by 2X in six months and nearly 3X in 18 months

#### Better Coaching

Created transparency into sales team's day-to-day activities so they could be better coached and managed

#### Future Proofing Business

Empowered QuintEvents to drive their own future success by training a sales operations manager to maintain momentum

### Problem

Before engaging with Patty Laushman and Revenue Catapult, QuintEvents was already generating tens of thousands of inbound leads per year. A team of sales reps responded to the leads, but they did not have any defined sales processes. Due to the lack of consistency, the company knew that opportunities were falling through the cracks. QuintEvents was also sitting on an untapped gold mine of dormant leads in their database without a systematic way to leverage them.

The lack of processes also meant there was no visibility into what the sales team was doing day-to-day. Top performers could be easily identified by the revenue they were generating but breaking down exactly what they were doing to achieve those results was impossible.

QuintEvents wanted insight into what their top performers were doing so the rest of the team could be coached into better performance. They needed transparency into their daily activities so they could hold the reps accountable, but they also needed to deal with the fact that the entire global sales team reported to one sales director which made coaching and managing them challenging.

“ It was like the wild, wild, West. Every rep for themselves running in a million different directions. We needed to drive efficiency, transparency and what we call C.O.A.T (Communication, Ownership, Accountability and Teamwork) if we were going to scale the worldwide organization ”

Dian Daniel, VP Sales





## Solution

Revenue Catapult implemented a comprehensive approach to transforming QuintEvents' sales organization with a focus on optimizing their use of sales enablement platform Outreach.

### Content

When QuintEvents first implemented Outreach, one of their most important challenges was creating the processes by which sales reps would reach out to the thousands of inbound leads. This is done through sequences, which are prescribed combinations of phone calls, manual and automated emails, text messages and LinkedIn touches. To be as efficient as possible and maximize revenue, they also needed to treat different leads differently depending on the event and automate everything that made sense, so for each type of event, Patty created a custom sequence.

// QuintEvents now has over a thousand unique sequences effectively categorized to support every type of sales role which now includes teams that work inbound leads, rewarm old leads, manage consumer or corporate accounts, hunt outbound and we even have client services sequences. What we have built is incredible! //

**Dian Daniel**, VP Sales

Since the sales reps were used to writing all their own emails, they were naturally very nervous about having a system send emails as them on their behalf and worried about whether the emails would have their "voice." The templates needed to produce a feeling of one-to-one communication, from the sales rep to the prospective customer. The reps quickly delighted in having customers respond positively to the automated email as if they were hand-written for that lead individually. In response to the fourth automated email sent as part of a sequence, one lead responded, "You've been absolutely wonderful and truly dedicated in providing me the best information."

// One of Patty's biggest superpowers is her ability to create great sales content. She was instrumental in creating material that made prospects feel like the email templates were written just for them. She also figured out how to strategically use different types of sequences to optimize how we handled each lead and maximize revenue. //

**Dian Daniel**, VP Sales

### Change Management

Having to work inside a sales enablement platform that prescribed their daily activities and lose control over large portions of how the sales reps managed their workdays was a radical culture change. Getting the global team to change how they were working was going to be a challenge. QuintEvents started an Outreach champions team to drive software adoption, and Patty took over running the weekly meetings and determined the team's direction.

After learning what the sales reps were already doing, Patty made incremental process change suggestions and made sure they would not disrupt anything that was already working. Once the Outreach champions bought into the changes, she trained them in how to use Outreach to perform the new processes, and she documented those moves in a sales playbook. She then provided the same training to the rest of the team in their weekly team meetings. To ensure the new skills stuck, the training was video recorded, and Patty followed up with an email summarizing the training with a link to the documentation and video for that week's lessons, which became a permanent part of the training program. Step-by-step, the team acquired the skills needed to master their new software platform.

The next step was splitting the global sales team into smaller teams that were led by a team leader. This gave the reps someone who could respond more quickly to their needs, someone who was intimately invested in their success. The team leads provided a new layer of leadership and ultimately a career path. This was the first step in specializing the sales roles to



create even greater efficiency, which had doubled by this time in six short months.

### Role Specialization

Specializing sales roles creates better efficiency, and the next role developed was the market development rep (MDR), an entry-level position whose primary responsibility was to leverage the more than 500,000 leads sitting in the database.

“ When a new lead would come into the system, the rep would talk to the new lead right away, try to get the sale and then the lead would sit. There was no way to systematically go after them again later. ”

**Dian Daniel**, VP Sales

This new role also required a very different use of the Outreach software, which meant the MDR team required very different software skills and processes than the existing reps, which Patty created and documented. Because the MDR's ultimately were handing hot prospects off to the existing sales team, Patty got buy-in from the rest of the sales team on how active calls would be handed off over the phone. Also, everyone needed to be trained in the new processes.

Patty worked with the head of sales enablement to create and document training materials to onboard new reps. All the training information was placed in a software platform that provided structure and enabled the new reps to self-train as much as possible, which meant new MDR's could be quickly onboarded in the future.

“ There's an entire training platform Patty designed and built. All that knowledge is sitting in a knowledge base application where we can send a new employee to learn how to do that particular job. ”

**Dian Daniel**, VP Sales

The MDR's were deployed strategically to rewarm old leads for events that were selling particularly well or events that needed more sales. Eventually, they also grew into reps who could also service online orders and upsell them. This led to more revenue from both old and new leads.

Once the MDR team was demonstrating the value of rearming old leads, the veteran sales reps were also asked to sequence old leads in Outreach, which meant more new processes and training. They were used to having leads sequenced in their name, but Patty taught them how to find their old leads for specific events and sequence them based on their bandwidth, which enabled them to fill any spare time they had with revenue-producing activities.

### Hacking the System

With an extraordinarily unique business model, it was hard to find software tools that accommodated QuintEvents's needs. Patty took the Outreach software to its limits and adapted it to make it work for QuintEvents's business model.

“ We have a whole subset of consumer lead management processes in a piece of software that was really designed for B2B work. Patty's creativity and innovative thinking enabled her to use the technology we had at hand and manipulate that into something that worked for us using outside-the-box thinking, which was amazing and continued driving efficiency. ”

**Dian Daniel**, VP Sales

### Management

All the changes were going well, but QuintEvents needed the skills in house to manage everything and drive their own success into the future. With the sales reps all working the same way using Outreach, sales management gained visibility into what was happening day-to-day. It was easy to see what the top performers were doing to generate their results. Patty trained the new sales director and the team leads in how to use reports to hold their direct reports accountable and coach them into improving performance.



A sales ecosystem as complex as QuintEvents's also requires ongoing technical maintenance and support, so Patty documented how to administer QuintEvents's unique configuration of Outreach and trained a global sales operations manager to administer it. Also, it became more difficult for Outreach tech support to support the sales team because the QuintEvents business model and many of the ways they were using Outreach was so unique, so Patty set up an internal Outreach help desk. This enabled the sales team to receive rapid response Outreach training and technical support from the sales operations manager who was intimately familiar with the complexities of both the QuintEvents business and their unusual use of the software. This meant more time selling and less time struggling with how to get things done.

## Results

// I've seen people throw bodies and hundreds of millions of dollars at projects that fail to even get things moving much less grow in scale. To be able to work with one consultant to guide and steer entire teams of people to change processes and to change behavior and then see that type of scale happen is pretty amazing. And that happened here. //

**Dian Daniel**, VP Sales

### Optimize for Success

Strategy, execution and training that enabled them to function independently and drive their own success

### Empowerment for Success

Trained a sales operations manager to continue scaling their success

### Tripled Revenue

Within six months sales efficiency doubled, and within 18 months, they were well on their way to tripling revenue per sales rep

### Better Performance

Created transparency into sales team's day-to-day activities so they could be coached toward better performance



### Take Your Company to the Next Level with Revenue Catapult

Does your organization need an experienced sales development strategy to help you improve the efficiency and effectiveness of your sales team?

Sales enablement consultancy Revenue Catapult has empowered its B2B clients to access hundreds of millions in sales opportunities. [Contact us](#) for a free consultation.