



Photography Company Strikes Oil with Kadient Playbooks



According to this company’s national sales manager (we will call him Bob), he and Jed Clampett of the Beverly Hillbillies have something in common.

They both “struck black gold—oil that is” without even trying. In this guy’s case, the discovery was in the form of Kadient’s Sales Playbooks, the very tool that his company’s sales team needs to close more deals.

So, you know those school pictures that you have up on your fridge?

Well there is a very good chance that they were taken by this photography company. They are the go-to people for portrait photos—school, church, sports, you name it. **Their goal: to dominate the world of portrait photography.** And they are doing a darn good job at it.

Bob first approached Kadient because the company had a wicked toothache. Their RFP process was a manual one that was taking way too much time. He wanted to automate the process and give time back to the company’s 1,200 reps to do what they do best—sell.

As he learned more, Bob realized that Kadient could solve another problem. All sales content—thousands of pieces—were stored in SharePoint. And the leadership in sales and marketing had no way to know what reps were and weren’t using. Kadient could bring order to the company’s sales content chaos and provide the tracking that SharePoint didn’t.

But the “oil-striking” moment was yet to come.

While at a Kadient training session, Bob was exposed to Kadient’s newly released capability—Sales Playbooks.

“Oil!”

As he watched the demo and saw how Sales Playbooks created for specific selling situations are served up within a rep’s CRM system, Bob began to envision what this new technology could do for his sales team: “We could help less seasoned reps sell better, give the portraits and yearbooks teams what they need to cross-sell, and get everyone on board with a retention strategy!”

You could call what happened next, the snowball effect.

Bob got his counterpart, the manager of another sales division, onboard and together they brought the message to their boss the VP of Sales Operations—who also became a believer. Amen! Then, get this...

The company invited Kadient to present to the CEO and a group of 20 top executives.

The response of the CEO?

“Sales Playbooks are a “must have.”

He and the leadership team quickly recognized that playbooks with proven content and tools for every stage of the sales cycle, served up in CRM, would make their entire sales team more productive and fully arm them for future product launches, as well as other cross and up sell opportunities.

In fact, this company sees Kadient’s Sales Playbooks as the way to deliver all the sales training, tools and technologies that are available to their sales team.

Plus, using Kadient complements their recent implementation of Salesforce.com—and will increase adoption by providing value to the reps right within that system.

So, what started as a fix for a toothache, resulted in a solution that will change the way that reps across this company sell and with Kadient’s Sales Performance Analytics, will give sales and marketing leadership a great understanding of how reps are working deal—knowledge that will help them continually improve the process and tools they provide.

customer profile

Find out how Kadient can help your sales organization sell smarter.

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