

Success Story



Tom O'Malley
Founder and CEO

Going From One Demo Per Week to Fifteen Demos Per Day!

“Every day large companies make strategic decisions in spite of the fact that they don’t have enough time to thoroughly research the issues,” says Tom O’Malley, Founder and CEO of Convetit, Inc. “I thought, ‘Why can’t decision makers talk to twenty top experts and quickly gather the benefits of their expertise?’”

With that thought in mind, Tom founded Convetit, a company that helps large corporations bring together the right experts for a defined period of time in a moderated online discussion that Tom calls “digital innovation sprints.” At the end of each engagement, Convetit summarizes the relevant insights into actionable and visual infographic reports. Having moderated over a hundred innovation sprints, Convetit knows that the right combination of people and time is 20-30 experts engaged over four days.

For Convetit to generate awareness and sales of its unique solution, its salespeople need to reach out and schedule product demonstrations with the people who lead the strategic direction of large corporations. These include the heads of corporate planning, R&D, and product management. They are senior directors, vice presidents, and even C-level executives. Reaching these people in very large corporations — while critical — is one of the toughest jobs in business. Thankfully, ConnectAndSell has the solution to making these connections.

Making Connections with *Lightning*

Tom became aware of ConnectAndSell and their conversation-enablement technology, called *Lightning*[™], through his brother, who was newly hired to manage inside sales at a new company. Tom relates, “We drove to their office to meet the people who were doing the outbound prospecting. As is typical, they were dialing each number one at a time and were talking to maybe five people a day. I was also present on the day they implemented *Lightning*. It was like these guys were on speed. They were so excited about how many conversations they were having. I just knew that when Convetit was ready to acquire new customers, we would bring in *Lightning*. It was a no-brainer.”

When Convetit brought in *Lightning*, they were able to perfect their sales pitch rapidly. *Lightning* generated so many conversations that the salespeople could deliver the pitch to ten times the amount of prospects. As a result, direct sales took off almost immediately.

Tom says, “Prior to ConnectAndSell, we were happy to schedule one demo per week. When we started dabbling with *Lightning*, the number turned into one demo a day. Then it just started accelerating. Right now with two

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Brenden Chadwick
Vice President, Sales

“We get so many demos, it’s almost more than we can handle.”

— Tom O’Malley
CEO & Founder

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salespeople we speak to 50-60 people a day and schedule 15 demos a day. It is almost more than we can handle.”

Brenden Chadwick, Convetit’s Vice President of Sales says, “I’ve done outbound calling where I had to dial each number, so when I talk to friends who manage sales teams I can understand their frustration. It is amazing how, with *Lightning*, I can reach the right individuals and have conversation after conversation. That’s the primary reason why I enjoy working with ConnectAndSell.”

Brenden continues, “*Lightning* has also made me a better sales person. First, I have more conversations in one day than an average sales person will have in an entire week. And second, *Lightning* gives me the ability to analyze what I have done with call statistics and next steps.

“Each day I pick a list of targets I want to speak with, press ‘Go,’ and within minutes I’m talking to a decision maker. All the information I need is in front of me on their splash screen, because *Lightning* syncs directly with my CRM. After I enter my notes from the call, I press ‘Go’ again, and am talking to another decision maker within minutes. *Lightning* gives me the opportunity to have conversations with decision makers at a rate that is off the charts, and that leads to scheduling more demos and ultimately closing more business.”

Recommending ConnectAndSell

Brenden says, “A number of sales managers have asked me why I recommend ConnectAndSell so highly. I ask them how many dials they are doing a day. They will say something like, ‘I can do about 40 to 60 dials a day.’ Then I laugh, and I say, ‘We are doing a 1,000 dials a day. We are getting about 50 to 60 conversations a day’ and their jaws drop. That’s all I really need to say. We are strong advocates of ConnectAndSell.”

Tom says, “Sales people get satisfaction out of interacting with people. The more interactions you give them, the more satisfying their job is. It is just a direct correlation. *Lightning* makes selling more enjoyable. It also decreases the time to train new salespeople. When we hired our second sales person, we had him up to Brenden’s pace within three weeks.

“The other thing that I like about ConnectAndSell is now that we’ve got our pitch down so tight, we might not hire a third salesperson. Instead, we might turn to ConnectAndSell’s OutboundOnDemand™ service. That gives us appointment-setting flexibility as we scale at a velocity that nobody else can match.

“The ConnectAndSell people are really flexible. They understand we are a startup. They believe in us, and they’ve been flexible with us. It’s been a win-win relationship.”