

Success Story



Gridstore Enjoys Phenomenal Growth and Achieves Telemarketing Excellence with ConnectAndSell



Vicki Grey
Chief Marketing Officer

Technologies that are on the cutting edge of innovation demand creative ways for reaching the market.

Such is the good fortune of Gridstore, Inc. (Mountain View, CA), which provides hyper-converged data center infrastructure targeted at the mid-market. Hyper-converged infrastructures integrate compute, storage, storage networking, and management all in a single system that is highly scalable, has very high performance, and offers customers the ability to have lower total cost of ownership for their data center work-flows.

Gridstore is enjoying exponential growth.

In early 2014, Gridstore had a couple of inside sales representatives who were teamed with an outside sale rep to identify and qualify opportunities. At that time, a decision was made to bring in a telemarketer who would be dedicated to lead generation.

After a few months, it was evident that the telemarketer was not working out. Vicki Grey, Chief Marketing Officer, says, "I've had a lot of experience with dedicated telemarketers, and it is not an easy job. You need somebody who is suited to it, and the person that we had was not suited to it and eventually left the organization."

Fortunately, one of Gridstore's sales leaders had experience with ConnectAndSell, a company whose innovative telemarketing approach combines a SaaS-based system with technology-enabled experts in navigating phone systems. Vicki Grey evaluated ConnectAndSell and determined that Gridstore could avoid the hiring of dedicated telemarketers while, at the same time, dramatically increase the volume of quality conversations.

"We did a trial of ConnectAndSell for a month and it worked out very well," said Vicki. "I made a recommendation to the CEO that we either have a dedicated team for telemarketing and no ConnectAndSell, or we invest in ConnectAndSell and allow our inside sales team to use the tool and spend a slice of their time doing their own telemarketing. We decided to go with ConnectAndSell."



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Chief Marketing Officer

Today, there are four inside sales people who use ConnectAndSell to generate leads. They upload their target prospect list, start up the ConnectAndSell program, and hit "Go." A couple of minutes later, they're talking to prospects. The inside sales representatives take care of lead generation in their own territory and use ConnectAndSell exactly the way it was designed.

Vicki has very high praise for ConnectAndSell. She says, “It has allowed our inside sales people to easily generate their own leads. Our inside sales people have responsibilities for doing things other than telemarketing, such as producing quotes and developing customers, opportunities and partners. They can do all that and still do their own prospecting, because ConnectAndSell is so efficient.”

The numbers bear this out. Vicki says, “In a previous position, I had dedicated telemarketers, and I know from experience that, even with an automated dialer, an inside telemarketer can dial 150 to 200 numbers a day. They can have 10 to 15 conversations, and they can generate one qualified lead. With ConnectAndSell, each inside sales rep can do all that in two hours. It allows us to be far more effective in having our sales people have more quality conversations in a shorter period of time.”

Vicki concludes, “It is critically important to us that we generate leads efficiently. ConnectAndSell is used daily by our sales reps and is producing results.”

With all that in mind, it is easy to see how Gridstore is able to extensively reach out to the market and produce qualified opportunities in a fraction of the time and cost.



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