

Success Story



Noah Blumenthal
Co-Founder and CEO

SavvyRoo Chooses ConnectAndSell to Jump-Start New Product Introduction.

Noah Blumenthal is co-founder and CEO of SavvyRoo, the web's "go to" clearinghouse for charts, graphs, and data that make the difference between being opinionated and being informed. www.SavvyRoo.com is a place where users can post the most significant facts on the most pivotal topics, helping to close the gap between what they believe and what they know.

Noah is the author of *Be the Hero* and has been named by *Leadership Excellence* magazine as one of the world's "Top 100 Minds in Personal Development," an elite group of thought leaders.

SavvyRoo is in the process of releasing a new thought-provoking product called *The Data Innovation Game*, where employees are taught how to find big ideas on how their organizations can improve; how to find data related to their ideas; and finally, how to present the case for their ideas to others.

The initial target market for *The Data Innovation Game* is the CEO, COO, and Vice-President of Human Resources in U.S.-based companies that have a thousand to ten thousand employees.

Focus on Scheduling Demos

Noah says, "We are an unknown company. Our product is unknown. There is no one who we are going to call and say, 'We are from SavvyRoo,' and they are going to recognize us. We have no marketing, no advertising; we are not in TV commercials; we do not do banner ads online. Consequently, we have a huge need to get directly to our buyers, as quickly as possible, as we are launching the product right now."

SavvyRoo's focus is on scheduling demos. Their goal is to have two people set up two demos a day. Noah says, "If that takes ten or twenty or even fifty conversations, so be it. We must have each person generate two demos per day."

For their existing products, SavvyRoo's business development representative was making 100–120 calls a day — over six hours of dialing — and reaching maybe ten people. That clearly would not allow SavvyRoo to meet their demo goal.

Generating a 10- to 20-fold Increase in Connects

Noah says, "I heard about ConnectAndSell's Lightning™ product a while back, and we started to seriously check it out about a month ago. I went to Arizona to spend a day with an existing ConnectAndSell customer. I got to see, in depth, how they use it, and I concluded that Lightning would be a terrific platform for us to directly reach the people we want to speak with.

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— Noah Blumenthal
Co-Founder and CEO



Noah Blumenthal
At TEDxUNLV

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“We then did our own two-hour test drive of Lightning and were amazed at how quickly the connections came through. In the test drive, we had thirteen quality conversations and scheduled two demos. That was a pretty exciting test drive.

“We did in two hours what would normally take several days to accomplish. There was just no question that Lightning would be an efficient and effective way for us to reach our target market.”

SavvyRoo is now in the process of going live with Lightning.

Lightning Makes Cold-Calling Fun

Noah says, “I would not have thought that I would describe a cold-calling experience as a lot of fun, but it is amazing how much of a difference this program makes to the cold-call experience. ConnectAndSell takes away all of the psychological burdens of cold-calling: picking up the phone over and over and dialing and dialing.

“With ConnectAndSell, all that happens automatically. The only experience you ever have is, “Oh, I’m on a phone call. Hey, I’m on another phone call.” Lightning takes all the psychological burdens of cold-calling off your shoulder and just gives you the best part of it, which is talking to prospects.

“Another big benefit of ConnectAndSell is the degree to which I understand what my goal is for the call. ConnectAndSell has done a phenomenal job in helping me streamline and understand that I can have fifty or a hundred conversations in a day and get what I want in a two-minute phone call instead of the five- to twenty-minute phone call that I had been anticipating. They helped us develop the script for the first ten seconds of a call and what we are trying to do in the next thirty seconds and how to quickly get to the close.

“My business development rep, who’s been doing all of the cold-calling up until now and watched the ConnectAndSell test drive, is absolutely champing at the bit to start using it.

Noah sums it up with, “If you have a product that is at all viable in the marketplace, Lightning is going to dramatically increase the number of conversations you have by a factor of five to ten to twenty times as many. This will unquestionably increase your sales. It’s hard for me to imagine someone for whom that’s not important.”