



SERIES C COMPUTER SOFTWARE COMPANY - FULL ENGAGEMENT

OVERVIEW

Constant leadership changes created uncertainty among the sales team, which meant the sales process wasn't being followed and sales performance suffered.

Faced with aggressive revenue goals, a tight timeline, and no clarity as to how to get there, the company reached out to ClozeLoop for strategic guidance.



CHALLENGE

Following their Series C funding round, executive management needed to reach profitability prior to their next round for a greater valuation.

Recent turnover in leadership and the failure to follow sales process resulted in:

- SDRs struggling to convert leads
- Sales management not coaching
- No clear promotion paths for internal sales reps
- Incredibly low win rates

Sales reps were starting to leave instead of growing with the company.

SOLUTION

ClozeLoop rolled out **Triangle Selling & Success** training and **certification programs** to sales development, SMB, Mid-Market, Enterprise, Customer Success, and Customer Support.

In addition, ClozeLoop's **Sales Enablement Certification Program** equipped the enablement team and managers to perpetually maintain the training, onboard new hires effectively, and provide career growth paths for each role well after the completion of the engagement.

HIGHLIGHTS

- **\$100K per month burn rate to profitable in less than 6 months**
- **Full adoption of Triangle Selling across SDR, AE, SE, and CS teams**

IMPACT

Within 6 months, the client had achieved their goal of profitability which positioned management to retain equity and operate the business without another round of external funding.

This milestone resulted from salespeople conducting strong discovery, providing compelling demos, and managers coaching consistently.

All the while, sales development **performance** improved, and top performers were **retained** through progressive skill development and **promotion** into sales or management roles, using ClozeLoop frameworks.

With **enablement certification** in place, training and certifications continued without having to pay ClozeLoop additional fees.