

Evergage Case Study



Executive Summary

How are sales leaders solving their pipeline conversion challenges? For Evergage, Bryan Head, Chief Revenue Officer, knew the key to drive revenue was to adopt a common language and a simple, yet rigorous, qualification process. He was right. In the span of a fiscal quarter, the sales team drove real results:

- Largest quarter in the company's history
- 50% of the enterprise team was 150% or more over quota
- The entire sales team crushed their numbers 4 days prior to end of quarter

"Great deals start with great qualification."

Bryan Head, Chief Revenue Officer, Evergage

The Power of 1

The concept is old. The platform is new. Combine one-to-one marketing with deep data. Add machine learning and "suddenly" Evergage is at the forefront of the burgeoning customer data industry. Founded in 2010, Evergage's real-time personalization platform leads to increased engagement, optimized conversion rates and improved customer experiences. It's called, "The Power of 1."

Challenges

For close to a decade, Evergage had been successful and grown organically. But to consistently achieve Evergage's aggressive growth targets, Bryan realized he had to deliver optimal productivity and better opportunities from a group of diverse sellers—ranging from those experienced in various methodologies to promising sellers with no exposure to formal sales training.

In this rapidly moving industry, there was no time to waste. Bryan saw the inefficiencies and without a common language, the qualification process was inconsistent. Company subject matter experts, already pressed for time, were asked to participate in meetings that were not qualified. Insight into, and confidence in the pipeline was murky, at best.

A reliable roadmap

Bryan could see the full potential of his team and in seeking a process to get there, he was convinced ValueSelling would provide a reliable roadmap. The ValueSelling Framework® provides a single methodology and common vernacular that the Evergage team could agree on and hold themselves accountable to.

The most noticeable impact? "Great deals start with great qualification," says Bryan "With the ValueSelling Framework, we look at our opportunities through a new lens. It has been a wake-up call, peering into the dark corners of existing deals at various stages in the pipeline. But like cleaning the smudges off your glasses, it provides a lot of clarity."



“Without a question, we’ll use ValueSelling as we onboard new reps, grow organically and expand into new markets. ValueSelling is how we think about sales.”

Bryan Head, Chief Revenue Officer, Evergage

With the Qualified Prospect Formula, team members know each step they must take. They can’t get from Point A to D without hitting B and C.

“ValueSelling provides us with a litmus test. From the outset, ValueSelling helps us avoid pitfalls. And if we’re not on track with a deal, no problem. We know how to go back and create game plans for immediate course correction,” says Bryan. “Adopting ValueSelling allows us to scale and maximizes my time in coaching the team because the process is the same for each person and every deal.”

Crushing it

Evergage installed the ValueSelling Framework methodology during the start of its fiscal year. And in the next full quarter, they achieved amazing results:

- Largest quarter in the company’s history
- 50% of the enterprise team was 150% or more over quota
- The entire sales team crushed their numbers 4 days prior to end of quarter

“The quarter after we implemented ValueSelling was magical. We had significantly exceeded our goal before the quarter ended, so instead of a last-minute frenzy, we were able to shift gears and get a great jumpstart on the next quarter,” added Bryan.

In any organization, time is precious and resource utilization critical. With ValueSelling, the team now speaks the same language and gauges deals using the same process. By being more disciplined with qualification, Evergage is spending time on the right opportunities versus chasing dead-end deals. The immediate results are predictive. The Evergage team is standing in the limelight.



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