

Transforming Sales Readiness and Performance

GreatDemo!

CHALLENGES

Despite having a talented and dedicated sales team, Holly Condon recognized the need to elevate their effectiveness to meet ambitious growth goals. The team faced challenges that hindered their ability to consistently deliver impactful client interactions:

- 1. Enhancing Core Skills:** While skilled, the team needed refinement in foundational sales concepts to fully align with modern client engagement strategies.
- 2. Supporting Team Growth:** With plans to expand the sales team, Holly needed a scalable training solution to ensure consistency in performance across new and existing members.
- 3. Overcoming Logistical Barriers:** Scheduling and conducting tailored workshops posed challenges given team size and resource constraints.

By addressing these areas, Holly aimed to empower her team to exceed expectations and drive exceptional results—and the results proved the effort worthwhile.

SOLUTIONS

re:Members partnered with Great Demo! to implement a **2.5-day equivalent Great Demo! and Doing Discovery Workshop**. The program was tailored to:



Strengthen the team's understanding of foundational sales principles and discovery techniques.



Equip them with practical methods to deliver value-driven demos tailored to customer needs.

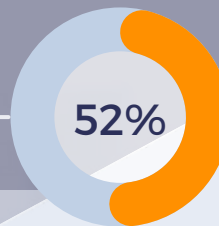


Provide flexible options for training delivery, including access to public workshops.



INCREASE IN CLOSE RATES
WITHIN ONE QUARTER

INCREASE IN AVERAGE
QUOTA PER QUARTER



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RESULTS

After attending the training, the re:Members team experienced a dramatic transformation in performance. **Close rates surged from 29.6% in Q3 to an impressive 73.2% in Q4, marking a staggering 43.6% increase in just one quarter.** This improvement reflected the team's enhanced ability to deliver compelling, value-driven demos that resonated with prospects and accelerated decision-making.

Beyond improving close rates, the team also **significantly reduced their sales cycle by 52%** shortening the 190-day cycle before training to just 99 days in Q4. This newfound efficiency allowed them to convert opportunities faster, boosting overall productivity and revenue generation. Additionally, quota attainment skyrocketed.

The success of the training extended beyond immediate sales metrics. The team developed **greater confidence in engaging prospects, asking the right questions, and driving more meaningful sales conversations.** By eliminating ineffective processes, they focused on high-value activities that directly impacted deal success. The training also provided a **scalable framework**, enabling re:Members to **streamline onboarding and upskill new hires** efficiently. CEO Paul Edelmann recognized the impact, reinforcing leadership's commitment to the initiative, telling the team, **"Holly, keep on keeping on. Whatever resources you need to continue driving these remarkable results, you've got them."**



The Great Demo! and Doing Discovery Workshop completely transformed our sales process. Our close rates jumped from 29.6% to 73.2%, and our average sales cycle time was cut in half—all in just one quarter. The training provided actionable strategies that my team could implement immediately, delivering measurable, impactful results. This experience has been a game-changer for re:Members!

Holly Condon

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