



Industry: Professional Services & Software  
 Gerry Verner  
 VP - Sales & Marketing

## The Business Challenge

Innovatia, is a leading Atlantic Canada company, headquartered in Saint John, New Brunswick, Canada, specializing in knowledge management solutions, with diverse product solutions in areas like: documentation services, custom learning programs, technical support services, and content architecture. They also have award winning software solutions which help companies with complex procedures and risk management needs. Innovatia has been recognized in the Top 50 CEO's in Atlantic Canada. They have also been recognized by the Globe and Mail, as one of Canada's Top 100 Best companies to work for and is a company known for building a team of incredible talent in Atlantic Canada. Their success has enabled them to become one of the most successful companies within the region, helping a host of high profile clients around the world.

With Innovatia's passion for creating an incredible work environment to support their talented employees, innovation is always top of mind. Gerry Verner, VP of Sales is an innovative leader, and was curious as to how advanced artificial intelligence and machine learning foundations could give Innovatia a competitive edge. "We have always been change agents, and value process and depth of sales practices to find insight foundations. We can only go so far as humans with our knowledge. With the wealth of data that we have now accumulated in Salesforce to manage our sales practices and processes, I wanted to see what SalesChoice's advanced AI and statistical pattern detection techniques could do to give us a competitive edge. In the Age of Distraction, focusing on the right opportunities is top of mind. Everyone today feels the endless pressures of limited time to get to real customers, and we are spread thin in our account coverage. Having sales opportunities prioritized, leveraging all our historical wisdom to increase our conversion rates to higher levels of performance outcomes is a journey I felt was worth investing in. After a year we have learned the AI model is getting smarter, and our business is also growing. We exceeded our sales objective, finishing at **107% of target in the last 12 months**, and SalesChoice is one of our powerful new tools enabling guided selling. Our entire sales team is now using SalesChoice, and I am able to manage my sales forecast with increased visibility and risk practices. If your company wants to learn about sales and AI, I highly recommend them."

## The Solution

The SalesChoice - Predictive Analytics Insight Engine™ is in the early stages of deployment at Innovatia, but already value is being achieved in these areas:

**Predictive Sales Forecasting:** The SalesChoice predictive sales forecasting and quality ratings provide effective classification of sales opportunities into 3 categories based on the probability of winning A's, B's and C's. This is allowing Innovatia to empower their Sales Professionals to concentrate on the deals that matter more and have the highest odds of winning. The integrated pipeline coverage intelligence and comparatives against Salesforce 'mathematically flawed projections against static sales gates, versus SalesChoice's scientific approaches are giving Innovatia statistical edge that over time will harvest more results.

**Coaching:** SalesChoice's solution provides Innovatia with the tools to compare the performance of sales resources more easily, with easy to understand visualizations.

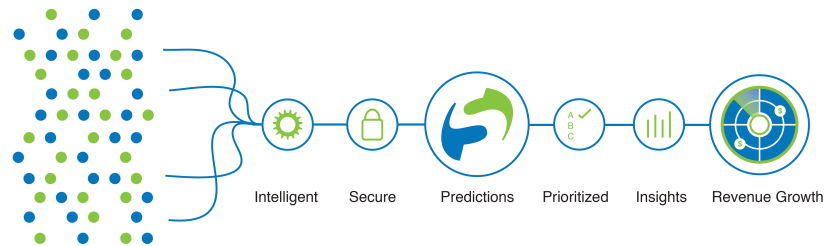
"We are in the early stages of laying a new, more intelligent highway of Innovatia. Sales has traditionally relied on too much human judgement in making call outs on sales outcomes, having all the knowledge of our Sales History gives us the benefit of integrating more science into our sales practices.. This is a new field and an era that SalesChoice's leadership pedigree will enable them to be a leader in the Cognitive Sciences and AI/ML Field. We are delighted to be hoping another Canadian company advance into this exciting new field of sales transformational change. Together - we are both learning - that makes this more exciting and they are super easy and friendly to partner with," says Gerry Verner.

**Join us in our Innovation success and experience what the VP of Sales of Innovatia has validated first hand.** To See More to Win More, book your personalized demo at SalesChoice to learn how we can save your company precious time, build a competitive edge and advance your company into the Age of Data Sciences. **We guarantee you will improve your top-line revenue growth by 5-10x.**

## Sales Predictions - Insight Engine™

A SaaS Predictive and Prescriptive Analytics solution for sales professionals, using advanced methods to increase win-rates, reduce costs and work smarter!

## SalesChoice: Secure & Smart



### What We Deliver:

- Predictive Prioritization, Predictive Forecasting, Predictive Pricing, Prescriptive Insights.
- Prioritize all your sales opportunities to identify the highest yield for increasing win rates.
- Increase your visibility on the reasons of wins or losses, and leverage actionable insights.
- Align your resources on the most promising deals, and stop chasing the duds.
- Measure lead sources against opportunity outcomes for improved budget planning.
- Apply simulations on different targets to get best pathways possible for quote acceleration.
- Access to Dashboards for management and sales reps for accelerating sales performance.
- Flexible ways of working on diverse portable devices (mobile, iPad, laptop, etc.)
- Integration ease with Salesforce Wave Analytics, and open API.
- Track prediction accuracy to easily determine ROI; we have over 85% predictive accuracy.
- Surge intelligence from over 11,000 databases for lead generation on up-sell/cross-sell.
- 7/24 coaching tool with guided alert notifications.
- Customer Service and Brand Trust - **Always Friendly!**



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- Gerry Verner, VP of Sales & Marketing


### More case studies:


<http://www.saleschoice.com/case-studies-sales-enablement/>

### Book a demo:

<http://www.saleschoice.com/contact-us/>

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