



**Industry: Telecommunications**  
**Chief Marketing Officer:**  
**Anastasia Valentine**

## The Business Challenge

Versature is a leading cloud-based VoIP communication company. Founded in 2003, Versature prides itself in extreme customer care and provides fully bilingual Canadian-based technical support to all of its customers. Versature delivers the highest quality phone systems, the most features, and robust enterprise integrations and plugins.

With Versature's dedication to continuous innovation and its customer centric approach, accessing insights customer in real-time and adapting to deal changes has always been at top of mind. Anastasia Valentine, CMO is a thought leader and was curious as to how advanced artificial intelligence (AI) and machine learning (ML) foundations could provide Versature a competitive edge in retaining customers.

Versature realized that key executives had little visibility to its sales activities. "As our team grew, sales managers were concerned they were not seeing enough on deal status.. We didn't want to pull reps out of the field." says Anastasia, "It was time to find a solution to unify our sales and marketing teams to scale our entire organization."

There was a challenge of forecast quality and sales reps were utilizing time to enter data that they did not use when completing their deal forecasts. "We needed a solution that enables automation, a more accurate forecast, more guidance, and tap into the platform's predictive analytics to steer reps in the right direction," says Anastasia.

Finally, Versature's management team was concerned sales representatives focused on the wrong accounts and had lost opportunities on key accounts. "We knew we were missing business because we didn't follow up on our sales leads or share information about new prospects," says Anastasia.

## The Solution

SalesChoice's Predictive Analytics Insight Engine™ is currently deployed at Versature, and has already seen value by sales teams and management.

**Predictive Sales Forecasting:** The SalesChoice predictive capabilities and quality ratings classifies sales opportunities into 5 categories based on the probability of winning, A's, B's, C's, D's, F's. This allowed Versature to empower sales professionals to concentrate on the deals that matter more and have the highest odds of winning. With the right tools, Versature is now able to predict their sales forecast with minimal effort and an accuracy exceeding 85%. "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."

**Training:** SalesChoice's services provides Versature with deep insights on winning strategies employed by top performing companies and sales representatives receive 24/7 sales coaching. We train top management on how to compare the performance of sales resources at higher effectiveness, with easy to understand visualizations.

Join us and experience what the CMO at Versature 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. Utilizing SalesChoice, we guarantee you will hit your sales targets.

## 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!



### 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 quota accelerating.
- 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!**



*“As our team grew, sales managers were concerned they were not seeing enough on deal status. We didn’t want to pull reps out of the field. It was time to find a solution to unify our sales and marketing teams to scale our entire organization. SalesChoice helped us improve our sales productivity and also enable 7x24 AI coaching insights.”*

Versature, Chief Marketing Officer  
- Anastasia Valentine

### Contact Us:

Web: [www.saleschoice.com](http://www.saleschoice.com)  
Email: [info@saleschoice.com](mailto:info@saleschoice.com)  
Office: (647)477-6254

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