

SalesChoice Case Study – Telecommunications / High-Tech Industry

Versature



SalesChoice
Predict. Prioritize. Pace.



What's Inside:

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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. The company

was recently acquired by IDT, a publically traded global telecom company.



Anastasia Valentine
Head of Sales and
Marketing, Versature

Industry:
Telecommunications

The Business Challenge

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 who 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 into 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 easily enabled automation, a more accurate forecast, more guidance, and tap into the platform's predictive analytics to steer reps in the right direction, but we knew data accuracy and completeness was key to improving our operations," 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 successfully deployed at Versature, and has already seen significant value by in these key areas:

Predictive Sales Forecasting: The SalesChoice predictive capabilities and quality ratings classified 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 concentrate on the deals that matter more and have the highest odds of winning.

Now with SalesChoice, Versature is able to predict their sales forecast with minimal effort and an accuracy exceeding 90%. *"Our entire sales team is now using SalesChoice, and I am able to manage my sales forecast with increased visibility and risk practices. We start our weekly sales calls reviewing data completeness and this is why we have improved our sales practices. Quality Data correlates to Win Outcomes. If your company wants to learn about sales and AI, I highly recommend them."*

Data Completeness: *"SalesChoice brings clarity to our data completeness on the most important win factors .With their guided selling insights, we were able to increase our Salesforce adoption from 66% to 99% which enabled Versature to have a more robust and predictable sales forecast. They helped us build more trust in using Advanced Analytics and their software is so Easy to Use - it made all the difference!"*

Personality Profile: SalesChoice also profiles the personality type of Versature's reps, as well as its accounts, so that each account can be matched with the right rep. The feature easily reveals the communication styles to ensure reps communicate with their customers in a way that they understand, thereby building trust to purchase.

To end sales inefficiencies & revenue uncertainty, book your personalized demo at SalesChoice to learn how we can save your company precious time, augment your integrated Customer Relationship Management Platform Coaching Insights and advance your company into the Age of Data Sciences.

More Information on SalesChoice:

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

Our Promise:

End revenue uncertainty and sales inefficiency

Benefits:

[Achieve revenue confidence](#) – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

- Recognize and reduce risk across the deal lifecycle, for new sales and renewals
- Increase your sales velocity and hit your revenue targets
- Deliver a forecast you can bank on
- Through the lens of AI, see your customers in a whole new way

[Eliminate sales inefficiencies](#) – AI modernization brings many benefits, especially by increasing your managers and reps' focus and Sales IQ.

- Streamline forecasting efforts across your organization
- Better manage your pipeline and forecast
- Replace pipeline reviews with deal coaching sessions
- Achieve 99% data completeness
- Get more from your CRM without requiring more learning



More Resources:

<http://www.saleschoice.com/resources/>

Book a Demo:

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

See Our Product:

https://www.youtube.com/watch?v=jsbss1_eFMM

Contact Us:

info@saleschoice.com



[@SalesChoice_Inc](https://twitter.com/SalesChoice_Inc)

www.linkedin.com/company/saleschoice

www.saleschoice.com

Reasons to Believe in Us:

“Capable of predicting with up to 95% accuracy whether a deal will close.” - [IDC](#)

“SalesChoice better targets best opportunities that are likely to win & avoid deals that have low odds of closing.” - [2020 Sales Mastery AI for Sales Solutions Guide](#)

“Hot Vendor to watch in sales enablement.” - [Aragon Research](#)

Over 17 Industry Leadership Awards including:

- Top 20 Technology Companies in Canada 2020
- MindbridgeAI Impact Leader of the Year Award 2019
- Digital Transformation Award for AI Disruption in Canada 2018
- Startup Canada National and Regional Entrepreneurial Award Winner 2018
- EY CATA Sara Kirke Award for Entrepreneurship and Innovation 2017
- Top 25 Most Empowering Big Data Company Award 2016