

## Background

Volantis is the world's leading supplier of Intelligent Content Adaptation™ solutions for mobile Internet. They provide applications, tools and platforms, solving the complexity of delivering optimised services to any mobile device.

## Situation

Volantis forecast that their success and future revenue goals would pose difficulties in scaling the sales team unless immediate steps were taken. Volantis selected Perperitus Ltd to develop a sales coach that would support the existing team. At the same time it would have to enable new members of the sales team to come up to speed in the shortest time possible. This concept was also to be applied to the partners (VAR's) of Volantis to enable them to be effective when selling the Volantis mobile solutions.

The specific business aims of Volantis Sales Coach were to:

- Improve the effectiveness and scalability of the sales model ensuring a high percentage of the sales force were over quota
- Minimise the time taken for new hires to become productive (selling within six months)
- Improve the partners' ability to understand and sell the Volantis solution, achieving a greater percentage of business through partners.

## Solution

Perperitus carried out a strategic sales workshop to establish the sales priorities of Volantis. Following this workshop it was agreed that a Volantis Sales Coach should be built. This was based on the Perperitus Performance Coach. Detailed discovery then took place to establish what systems already existed, what could be built on, and what needed to be developed.

## Results



The Volantis Sales Coach (VSC) was developed utilising their top performers from Marketing, Sales, Pre-Sales and Professional Services. Central to its success was the use of existing Volantis sales tools and techniques, together with best practice and successful behaviours which were identified in the workshop. The look and feel of the VSC was developed to appeal to the sales team and the architecture is specific to their needs. Volantis sales executives can get to any resource or content they need, in one place within 2 clicks of a mouse. The VCS is available 24/7 from the Sales Executives laptop. It is constantly maintained to ensure

the latest information and content is available. Quite simply it powerfully assists the sales team in the act of selling. Since its implementation in May 2005, the Volantis Sales Coach has been rolled out in Europe, the USA and Asia Pacific. Updates have included new Market segments and an induction programme.

## Benefits

Volantis' VP for Worldwide Sales, Trevor Cook, is reporting significant and measurable results from the VSC. It has:

- Improved pipeline and revenue stream quarter on quarter
- Dramatically improved induction of new hires, most are effective within 3 months and closing business within 6 months
- Improved teamwork and communication between Marketing, Sales, and Professional Services.

Trevor also reports the VSC has had other unexpected benefits with a deeply beneficial affect on the way they operate, most significantly in recruitment. He uses the coach to demonstrate how new hires are supported by the VSC and the structure of the in built induction programme, leaving a positive impact on interviewees and potential employees. A recent new hire sales executive said, 'the VSC is very impressive and was a clear differentiator for me when deciding which of three job offers to take'.



Trevor has no doubt that the VSC is directly responsible for successes within Volantis. He said, 'The process Perperitus took us through in building the VSC was hugely beneficial in helping us fix issues that had been around for a while and at the same time delivered a highly effective tool that has helped us reach our goals'.

The Marketing Director at Volantis sees the coach as an integral part of the business, 'We have decided to utilise the VSC as the marketing portal for Sales. In this way everything we produce in the way of sales collateral, market intelligence and news is in one place for the sales team. This has had a very positive impact on productivity and team work'.

## Future plans

Perperitus has developed Market Vertical extensions to the VSC. We are in discussions to develop a version for Volantis Partners based on a sub set of the VSC. Marketing and Professional services have also shown interest in integrated versions of the Performance coach.

*Performance Coach is based on the principles of providing the best possible support and advice to individuals to help them raise their game. It is not intrusive; it is a personal coach available to the individual when they want it, where ever they are. For more information, please contact: David Batup - db@perperitus.com, Office – 0118 965 4066.*