

SAAS Start-up Case Study

Technology Start-Up

This company prides itself on innovation and helping sales and other professionals be more successful. Catering to organizations with on-the-go employees, their technology provides users with a learning platform that enables them to onboard more quickly, coach more efficiently, and communicate more effectively.

SaleFish Client 2015 - Present

Summary

The world of learning management is crowded. With that knowledge, the founders of this company realized that differentiation was key. Not only was it important to build a best of breed (and different) technology, they also wanted to give their sales teams a competitive edge. They came to SaleFish, LLC with aggressive growth goals, the need for a methodology that everyone (including the CEO) would adopt and love, and wanted to create an onboarding process that would focus on finding the right people and giving them the very best tools for success and tenure. As a Start-up, there was very little room for error.

- Sales Training & Coaching Program
- New Hire OnBoarding Program
- Recruiting and Hiring Services
- In-depth Team Assessments

While working with us, this Start-Up grew

\$2M - \$10M

in 2 years

Hired & Onboarded

13 sales reps

Recruited & Trained New BDR Team producing

30 net new appointments

per month

Who is SaleFish, LLC?

Lovers of sales, growth minded, engaging and client focused. We are a premier Sandler Training affiliate specializing in helping sales organizations implement strategies and tools to achieve their goals. Headquartered in Framingham, Massachusetts, with locations in Boston and Hawaii, we believe in providing small and large organizations the opportunity to up-level their sales performance and achieve excellence.

“With Sandler Training, I have learned how to manage the sales process and more efficiently uncover the challenges and goals that are facing my clients.”

David A., Sales Professional

