



ConnectAndSell

Using Hoopla to Drive Big Gains in Sales Team Performance

When it comes to B2B selling, ConnectAndSell, a sales enablement software company based in San Mateo, California, has a unique perspective on what it takes to succeed. ConnectAndSell delivers on-demand conversations that help salespeople connect via telephone with potential buyers. The company uses its own technology and a team of 15 sales professionals to reach prospects for its cloud-based platform, a strategy that has fueled the company's growth since its founding in 2007 to thousands of customers today.

In 2012, ConnectAndSell overhauled the sales organization and identified the action steps that lead to a sale, and the metrics it wanted to measure. When Stu Schmidt, CEO, came on board that year he knew he needed an innovative way to motivate the sales team to perform those actions consistently, day in and day out. Schmidt saw Hoopla implemented at a colleague's office and he knew that this sales engagement application was the solution.

"Hoopla immediately caught my attention," says Schmidt, "like many executives, I've used manual leaderboards, stats, congratulations emails, gongs and bells to motivate sales reps – well, forever. But once I saw the Hoopla leaderboards being updated on big TV screens in real-time, I knew this was something completely different. To have something that is dynamic and provides instant feedback and recognition, that is very valuable."

Schmidt decided on the spot that Hoopla was just what ConnectAndSell needed. His Vice President of Sales, Jim Reiss, agreed. In no time, Hoopla

"To have something that is dynamic and provides instant feedback and recognition, that is very valuable."

was installed and running in the company's San Mateo headquarters. "It took us less than a day to implement," says Reiss, "we actually got on the phone for the implementation call, and had it published on the screen by the end of the call. It was that easy."

Since implementing Hoopla, along with some other changes to its sales organization, Schmidt says the company has seen a definite improvement in the metrics that drive success.

For example, over a period of 8 months:

- The number of conversations per rep per week increased by a factor of 4.2x
- Total # of conversations for the company increased 7.5x
- Pipeline volume grew by 8.5x
- Pipeline value grew by 5.6x
- Sales adoption of the company's sales system increased by 3.6x
- Likely bookings increase of 2.6 YoY

Today, ConnectAndSell uses Hoopla to display live updates of its key sales metrics, such as the number of conversations held, opportunities created or paid trials initiated for each sales rep. The results are displayed on live leaderboards that change as the data is updated in the company's Salesforce CRM system.

"That real-time feedback has been key to the implementation's success," says Schmidt. "When a deal closes, we flip a switch and get the instant applause. We closed the largest deal in company history in February, and everyone in the field knew immediately. With Hoopla, everybody gets to feel part of the success story."

The value of Hoopla is not limited to ConnectAndSell's management team. "Hoopla taps into the natural

"Our reps love Hoopla and the fact that it puts their performance at the center of attention."

competitiveness of our salespeople," says Reiss. "Our reps love Hoopla and the fact that it puts their performance at the center of attention. We actually hear reps saying "Gotta get me some of that Hoopla!" They are very focused on the notion that there is a TV somewhere with their name on it, and are constantly aware of their stack ranking on Hoopla."

Another advantage of Hoopla that Reiss likes is that performance results are purely data-driven, eliminating any perception that sales contests are biased. "Hoopla lets us constantly publicize sales metrics in an objective way. The system is telling us who is on top, not the manager. It's data-driven."

As a result, sales reps find the competition, and the publicized results, more motivating. "We tell the reps, if you want the story to change, change the story. Write your own story," says Schmidt.

Based on the early success of Hoopla in the sales organization, ConnectAndSell is planning to expand its Hoopla implementation to other departments. "We just brought on a new VP of Customers and we are already looking at the kinds of metrics we can track in Hoopla for that organization," says Schmidt.

Most importantly, Hoopla has played a key role in building the company's high-performance culture. "The folks at our headquarters huddle around it like a campfire," says Schmidt, "Hoopla brings people together, and provides continuity for the organization." Reiss agrees. "It helps us build a more cohesive sales culture; before, if someone won a deal, the team would hear about it on the Monday morning sales call. Now, it's instantaneous."



**84 West Santa Clara Street
Suite 750**

San Jose, CA 95113

Phone: 888-748-1960

Email: sales@hoopla.net

www.hoopla.net

About Hoopla

Hoopla provides employee engagement solutions that help businesses achieve dramatic gains in sales productivity and customer satisfaction. Using Hoopla, managers can easily create and manage dynamic competitions that link employee performance to key business metrics, and publish live updates to any TV or computer screen.