Costello

andcostello.com

How Copper Mountain Technologies Uses Costello to Ask Better Questions, Handle Objections, and Identify New Markets

About Copper Mountain Technoligies

Headquartered in Indianapolis, Copper Mountain Tech develops innovative vector network analyzers for engineers across the globe. With offices in Indianapolis, Singapore, Miami, and Boston, and a world-wide network of channel partners, CMT deliver solutions to help RF and Microwave engineers extend their reach and success.

coppermountaintech.com

The Challenge

A 'woman of many hats', Stacey M. joined the Copper Mountain Technologies' team in April 2018 as a Business Development Rep focusing on inside sales. She works with a team of outside reps and Business Development Managers spread out across the country.

Soon after Stacey started with the BDR team, it became apparent that there were a few roadblocks in the current process prohibiting the reps from optimizing their inbound and outbound conversions. Specific questions were falling by the wayside, and prospects were bringing up use case applications for Vector Network Analyzers (VNAs) that the reps had never heard of.

"We didn't even have visibility into all of the applications our own products were being used for. Of course, we know most of our instruments' typical applications and reps have a list of references to use during calls, but there are just so many applications possible that we aren't able to identify all of them," said Stacey. "We needed a way to recognize new applications quickly and take advantage of the sales plays immediately."

Her manager was also experiencing some drawbacks with the current processes, except her frustrations were on the analytics and visibility side. Management had limited visibility into the types of calls that were coming in, where prospects were finding out about the company, and which segments needed to ramp up marketing efforts.

"We needed to move beyond anecdotal information from sales regarding our market segments and audiences," said Irena Goloschokin, CEO of Copper Mountain Tech. "We started looking for ways to establish data-driven marketing and sales strategy and establish a consistent day-to-day approach by the reps."

Copper Mountain Tech started talking to the Costello team about leveraging the sales playbook platform in early 2018 and officially rolled out the solution in June of that year.

The Solution

Stacey is currently the only BDR at Copper Mountain Tech leveraging the Costello platform, and her success in just a few months has served as a great example for the rest of the team. With sales playbooks and targeted prospect data available at the click of a button, Stacey is now able to:

Ask the right questions

Previously, figuring out which type of VNA would fit a prospect's unique application often required involving an engineer in the conversation. Now, Stacey can quickly narrow down her prospect's frequency range to determine the type of VNA that will fit their application. In this same vein, she can ask targeted, dynamic questions to uncover any new or unique application use cases that could lead to new marketing opportunities.

Better handle objections

Instead of fumbling over difficult objections or having to search through extensive manual documents to find answers, Stacey can quickly handle objections. Any questions around price, software features, or application are also swiftly handled and answered with the help of the Costello platform.

Remain on-brand

With so many conversations happening at one time, it can be difficult to keep all of the Copper Mountain Tech reps on the same message. Stacey leverages the Costello platform every day to help guide conversations and remain on brand. She uses Costello for all of her outbound calls – around 40 or so per week.

"I feel much more confident using Costello because it allows me to stay on task. I have all the objections and answers right there in front of me. It helps me better guide each call so I don't forget to ask any critical questions," said Stacey.

From a management perspective, Irena and the rest of the management team can now hone in on the most high potential market segments and prospects.

"If we see an influx of calls coming in from a new segment that doesn't typically have any inbound action – such as medical devices or materials measurement – we can take a step back and really see where these calls are coming in from and why," said Irena. "We can start to build a better strategy around how we market our products to certain audiences."

> "I feel much more confident using Costello because it allows me to stay on task. I have all the objections and answers right there in front of me. It helps me better guide each call so I don't forget to ask any critical questions."

—STACEY M., BUSINESS DEVELOPMENT REP, COPPER MOUNTAIN TECHNOLOGIES

The Results

About Costello

Have Smarter Sales Conversations

Your sales professionals know what to do.

Costello just helps them remember in the moment. Prep for calls, ask timely questions, tell relevant stories, and easily sync key insights back to your CRM.

Manage deals proactively.

Show managers and sales professionals the gaps in every deal so they can work together to move them forward. Turn tedious pipeline reviews into productive strategy sessions.

Know what's driving deal outcomes.

Identify what's working on the frontline and replicate it across your entire team. Give your CEO and board confidence in your sales forecast.

Integrated with platforms you love.

Costello integrates seamlessly with Salesforce, G-Suite, Microsoft Outlook, and more.

Start Closing More Deals

andcostello.com

Since adopting the Costello sales playbook platform to help inform her outbound sales calls, Stacey has been able to lead stronger conversations and increase conversions. Going from no playbook solution at all to the full-service Costello platform was a big jump, and the results speak for themselves.

Thanks to Costello, Stacey was able to identify a potential new application for VNAs in stations changing broadcast frequencies, also known as Channel Repack. She also discovered that a current customer was already using Copper Mountain Tech VNAs for this exact application. Together, Copper Mountain Tech and this client are developing a joint go-to-market strategy for this new application to engage a new audience and increase market share.

"Being able to identify these new use cases is huge, and this is what Costello helps us do. We can target these new segments, monetize new applications, and continue to grow our business," said Stacey.

Moving forward, Irena and the rest of the management team plan to expand the sales development team and use Costello to help them stay on task and provide a stronger framework for both inbound and outbound calls.

"We really want to prevent any critical details that might help close a deal from slipping through the cracks," said Irena. "We want to increase conversions and deliver more targeted solutions to our prospects, and we think Costello is the way to help get us there."

"Being able to identify these new use cases is huge, and this is what Costello helps us do. We can target these new segments, monetize new applications, and continue to grow our business."

—STACEY M., BUSINESS DEVELOPMENT REP
COPPER MOUNTAIN TECHNOLOGIES