— Costello

CLIENT SUCCESS STORY • 7 FIGURE AUTOMATION

How 7 Figure Automation Increased Visibility into the Sales Process with Costello

7 Figure Automation

Headquartered in Los Angeles, 7 Figure Automation uses Artificial Intelligence to help salespeople fill their pipeline and close more deals.

The Challenge

With only nine people in the company and five dedicated SDRs or Account Managers, 7 Figure Automation CEO Mark Marcelletti understands the value of an educated, focused sales team. After all, a company that's built to help salespeople perform at a higher level needs to meet or exceed these high-level standards.

"Our sales process is all about tailoring conversations and cold calls to the needs and pain points of prospects," said Mark. "Unfortunately, all of this data was housed in Google Docs and PDFs, which meant reps were just reciting questions and objection rebuttals instead of using data to inform these conversations."

After running into the Costello team at SalesLoft's Rainmaker conference in 2018, Mark immediately saw the value of the A.I. powered sales playbook software and knew it was the answer for his team. The 7 Figure Automation team started using Costello in August 2018 and has already seen measurable results across the board.

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The Solution

For Mark, Costello's ability to directly address two of the major challenges in top-of-funnel sales was a huge selling point.

"The Costello platform allows reps to map out their cold call strategy in advance. It gives them the ability to think through their conversational threads and be more prepared," said Mark. "And, it allows reps to track data that's relevant to our team and then optimize these conversations to improve results. It provides visibility before, during, and after a call, which is incredible."

With both SDRs and AEs using the platform, the 7 Figure Automation team is tracking multiple custom metrics in Costello, including:

• The pain point or current solution of the prospect

• Whether or not the decision maker was on the call

• The outcome and next steps of a conversation

• Notes and details for follow-up (if applicable)

• The reason for disinterest (if applicable)

"We've set up Costello as a Chrome Extension through SalesLoft, which provides reps with call scripts directly in the SalesLoft platform," explained Mark. "Reps can simply click through all of these custom metrics while they're on a call for real-time visibility that runs up the ladder to me so I can immediately help inform strategy and direction."

Mark and team are also using Costello as part of the onboarding process to get new reps up-to-speed faster on the 7 Figure Automation service offering and to ensure that everyone feels like a subject matter expert on the phones, no matter how long they've been a part of the team.

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The Results

Today, Mark has visibility into the correlation between consumer pain points and call outcomes. Now, reps know as soon as a pain point is discussed how to direct the call to facilitate a follow-up meeting or call. Additionally, the 7 Figure Automation team has seen:

• An increase in meeting-to-closed business conversion rate of 90% in just six months.

• A noticeable increase in the quality of prospect conversations and the number of booked meetings.

• The ability to get new hires on the phones faster without sacrificing education or onboarding.

"Working in Costello made me realize the problems that I didn't know I had," said Mark. "From coaching reps to making sure we're understanding customer pain points to correlating these pain points with meeting rates, Costello has provided an amazing amount of insight. I can now pinpoint which customer pain points lead to the most appointments being scheduled, which can help with market and team value positioning."

Today, 7 Figure Automation reps can think on their feet and direct sales conversations how they want them to go. Some reps even go as far as memorizing a call script or conversation outline before jumping on a call so they can be completely engaged and present with a customer instead of having to check notes or review scripts during the call.

Looking Forward

Down the road, Mark and team will continue to use the Costello platform to increase revenue and results as well as to help inform new industries and companies to target.

"I would like to use Costello as a research tool to see what works in different markets for our team," Mark said. "That way, we can double-down where we see success and fix shortcomings where we see lags. This really is the future of sales development. Having a high level view of all of the calls your team is making and all of the data that you're gathering to provide support on a much more comprehensive level. This was unavailable before a tool like Costello."

Mark and team are also excited about Costello's recent partnership with JBarrows Sales Training, a leading sales training solution for some of the world's fastest growing companies. This partnership will combine the proven JBarrows sales approach with real-time A.I. powered playbooks via Costello's platform, and the team is looking forward to taking advantage of the content.

About Costello

Costello is A.I. powered sales co-pilot software that helps sales professionals consistently have great conversations with buyers. It identifies the questions that matter most in your sales process and then help your reps beat the competition by guiding them through the critical moments in sales calls that determine whether you win or lose.

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