

A WarpSales™ Success Spotlight



Increased Connections, Better Results!

Three OutStart sales organizations – lead development, inside sales, and field sales – are currently using WarpSales with these benefits:

- Results achieved on day one of using WarpSales
- 3-4 times greater connect rates
- Better metrics for email campaigns
- A comprehensive dashboard that allows sales reps and management to see what's going on at all times
- More leads in their pipelines

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Jeff Whitney
Vice President, Marketing
OutStart, Inc.

OutStart software powers formal learning, knowledge sharing and expert collaboration solutions that connect people to job know-how in a fraction of the time and cost of traditional approaches.

Jeff Whitney, Vice President of Marketing for OutStart, had two goals in mind when he brought in WarpSales, a leading sales and marketing effectiveness tool. Because his organization conducted a considerable amount of outgoing telemarketing activities, Jeff was interested in significantly improving sales results by increasing the number of actual connections during prospecting calls.

Jeff was also interested in being able to identify when someone is most likely at their desk and is also, as he stated, “super interested enough” to visit their website.

He found that WarpSales could help him with both of these objectives.

The WarpSales Challenge: Increased Number of Connections

“Since we started using WarpSales, we’ve seen a three- to four-time increase in the number of connections in our prospecting and lead generation efforts. That is obviously very nice. Our entire sales and marketing organizations like that since they are able to get better results.”

The other aspect of WarpSales that Jeff appreciates is WarpSales’s email marketing campaign manager. “We like the metrics that the WarpSales system offers – they’re very important to us. The ability to see who has opened an email and who has visited our web site – those two things combined just made it a real no brainer for us to get started with WarpSales.”

At this point in time, every one in Jeff’s organization is using it. “We have a lead development group that does telemarketing, we have an inside sales organization and we have a field organization – and everyone in each of these groups is using it.”

The Resolution: Responsive, Personal, and Caring

OutStart began their WarpSales relationship with a pilot in their inside sales group, in which a significant number of people participated. As Jeff commented, “The personal commitment that Acrelic makes to getting people up to speed is very good. They are responsive, personal, and they care about us being successful.” Jeff’s inside sales reps used the meeting request format that has been successful for many of Acrelic’s customers. “The meeting request was a good way to start because it’s a quick and easy first step. Then you can go off and send out different campaigns with more aggressive and tighter messaging.”

The Results: More Deals in the Pipeline

Jeff appreciated the fact that WarpSales was easy to use and produced results very quickly. “The fact that you can, on day one, shoot out a meeting request email and get results and a lot of experience under your belt is very good.” The OutStart reps are now using WarpSales for a variety of campaigns, such as webinars and trial offers, for both their high-end as well as low-end products. The reps like using WarpSales as it gives them the ability to run campaigns and see who is available and who is interested as they click through OutStart’s website. And everyone likes the sales dashboard that allows both the sales reps and management to see everything that’s going on at all times.

Jeff summarized his thoughts on Acrelic and WarpSales with these comments. “The power of WarpSales is that it lets you increase your connect rates three or four times. That’s nice. WarpSales also gives you very good metrics on the campaigns that you’re running – those things are good news. It’s a great email campaign

manager because it tells you who opened your email and what the click through rate is. And there is a very personal, committed organization behind the product.” He added, “Everyone here at OutStart sees it as a clear benefit and there are now deals in our pipeline from our *WarpSales* campaigns. It’s an important tactical tool for our company at this point.”

Try *WarpSales* Today

Try a *WarpSales* pilot today and see for yourself how you can increase the effectiveness of your lead generation and qualification processes.

To schedule your no-risk *WarpSales* campaign, contact us at sales@acrelc.com or call 908-222-2900 and Press 1 for Sales.

About Acrelic Interactive

Acrelic is the creator of *WarpSales*™; the first lead qualification system that connects professional B2B sales people to their prospects in real time. With *WarpSales*, Marketing organizations can accelerate delivery of both quantity and quality of leads to Inside Sales organizations who in turn, can increase their productivity by at least doubling their live connect and lead conversion rates.

Acrelic is helping companies across industry segments, create new revenue opportunities and achieve greater profitability through a unique combination of technology and technique. By focusing on open source solutions for scalability and economic flexibility, Acrelic is able to provide a straightforward and affordable solution to companies of all sizes. A customer sampling includes: IBM, Citicorp, Computer Associates, and Tempur-Pedic, among others.

Acrelic Interactive was founded in 2002, and is privately held. Their corporate headquarters is located in Warren, NJ.

For more information, please visit www.acrelc.com or call 908-222-2900.

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