

## SalesRamp helped Taleo increase the production of their Lead Qualification group by 83%.



**Industry:** Talent Management (includes recruiting, performance, development, and compensation solutions)

**Client:** Taleo is a \$200M, public company that provides on-demand talent management solutions that help their customers assess, acquire, develop, and align their workforces for improved business performance. Taleo combines software, best practices, and services so organizations can increase process efficiency, improve quality of hire, reduce risk, and return financial results. Taleo has more than 4,200 customers worldwide.

**Challenge:** With growing revenue expectations, Taleo's sales and marketing teams faced the difficult challenge of growing the pipeline in a down economy. While the company has a Corporate Sales Development ("CSD") Group whose primary role is to produce Qualified Opportunities for the Field Reps, the group was not producing nearly enough to support the Field. They needed an overhaul of the group and processes to reach pipeline expectations.

**Length of Engagement:** 4 months

**Goal:** Our goal was to assess the existing CSD Group and make process and system changes where needed to increase the productivity of the CSD Group.

**Implementation:** After a thorough assessment of the CSD Reps and critical links between CSD and Marketing, and CSD and the Field, we determined that the CSD Group needed a dramatic turnaround both in how they worked and in their perception within the organization. We created a new foundation for the group with revised sales process, rules of engagement, and opportunity definitions.

From there, we worked closely with Marketing to modify the lead management system for increased visibility and to help the CSD Reps prioritize their daily activities. We also worked with product marketing to create new sales tools. These tools included focused messaging for the different product modules and specific verticals.

We recruited several new CSD Reps and conducted focused, intensive training to get the new Reps up to speed quickly on the company, products, processes, and necessary sales skills and strategies. The apex of our training efforts was

*"SalesRamp helped Taleo rebuild its corporate sales development function, injecting proven best practices, strong leadership and a culture of accountability. In 4 short months we saw more than a 200% increase in individual rep productivity. SalesRamp improved rep skills through extensive training and oversight and helped build rep confidence. Most importantly, SalesRamp helped to drive sales and marketing alignment and increase the visibility of a key function within Taleo."*

*– Doug Sechrist, VP of Demand Marketing, Taleo*

a Bootcamp-style Training that we organized for the entire CSD Group. This included training on new products, specific verticals, systems improvements, and new sales tools. The training sessions also offered a forum for discussions on many of the common problems the CSD Reps were facing in their daily activities. The training involved the company's experts in demand generation, product marketing, product management, sales operations, and field sales. The entire CSD Team, both veteran and new Reps, felt this was the best training they had ever received.

Our final milestone was to find a Director for the CSD Group, ramp her up and transition the group to her. We were able to do so in a matter of weeks and with little disruption to the CSD Team.

**Results:** Our project resulted in an 83% immediate increase in the number of qualified opportunities the CSD Group passed to the Field. Plus the group is poised to reach a higher level of productivity once the transition and ramp-up phase is fully completed.

Taleo's Sales and Marketing management felt this project was extremely successful:

*"SalesRamp did an outstanding job for Taleo. They provided excellent direction and leadership to our Sales Development organization, and were a delight to work with. Stu Silverman and Kristina McMillan are two of the most knowledgeable people in this field. I would hire them again without question."*

– Al Campa, Chief Marketing Officer, Taleo

*"SalesRamp turned art into science by adding process, clarity, visibility, accountability, and measurement into the lead development process."*

– Bill Shaheen, Regional Vice President, Taleo

*"SalesRamp helped Taleo rebuild its corporate sales development function, injecting proven best practices, strong leadership and a culture of accountability. In 4 short months we saw more than a 200% increase in individual rep productivity. SalesRamp improved rep skills through extensive training and oversight and helped build rep confidence. Most importantly, SalesRamp helped to drive sales and marketing alignment and increase the visibility of a key function within Taleo."*

– Doug Sechrist, VP of Demand Marketing, Taleo

**Project Team:**

Stuart Silverman, Engagement Director  
Kristina McMillan, Sr. Project and Process Manager

Feel free to contact Kristina directly at [kmcmillan@salesramp.com](mailto:kmcmillan@salesramp.com) if you have any questions about this project, or other services SalesRamp offers.