



# How Pendo boosted sales productivity and deal velocity with SetSail



Industry  
**TECH**

Founded  
**2013**

Employees  
**400+**

Headquarters  
**US**



**SetSail is like a second sales manager that amplifies our managers' efforts and gives them a "manager jetpack" - packed with the ability to provide more effective coaching**

Dean Patton, SVP of Americas Sales at Pendo



Sales leaders face consistent pressure to deliver growth during times of boom and bust. To accomplish this, many of them dedicate time to build a well-oiled sales force where every individual rep can deliver at their peak performance. One of the major trends in driving this effort is the instrumentation of the sales process with cutting-edge technologies.

Historically, sales data had been based on self-reported and often incomplete information. Today, moving to an evidence-based data model gives sales leaders better visibility into where deals are, what the sales reps are doing, and how to increase productivity. These invaluable insights give sales leaders the confidence to lead their teams through change and create opportunities for coaching and decision-making. The Pendo sales leadership team experienced this first hand when they adopted SetSail.

[Pendo](#) offers the industry-leading Product Adoption Platform which helps companies drive software adoption, leading to happier customers and more effective employees. The platform is equipped with a comprehensive set of analytics and guidance functionality that helps product teams deliver software users love. With the ability to quickly take action on these qualitative and quantitative insights, product teams can make more informed decisions on how to support users throughout their journey.

[Dean Patton](#), SVP of Americas Sales at Pendo, has led revenue and sales teams for many high-growth startups. But when he joined Pendo in 2019, Dean realized that the rapid rate of Pendo's growth requires a different approach to scale. He immediately started looking for a solution to amplify the efforts of his sales team, improve productivity, and increase the consistency of engaging with customers. Dean found out about SetSail and recognized that it was the only solution that could deliver the sales process excellence he needed. By incorporating the most impactful behaviors into the day-to-day workflow of sales reps, SetSail could reduce manual work and deliver a tremendous amount of efficiency.

At Pendo, our mission is to help companies build better software solutions. SetSail helps us towards this mission by guiding us to build better sales reps. It helps us understand and drive the right behaviors. As a result of this, the customer has the best experience possible.

[Watch the video](#) 



**Dean Patton**  
SVP of Americas Sales  
at Pendo

# From Idea to Impact in 3 Weeks

After selecting 5-6 behaviors they needed the sales team to exhibit continuously, the Pendo team was up and running with their SetSail implementation within a matter of 3 weeks. From the get-go, Dean noticed the immediate impact.

## Top Users

- Account Execs
- SDRs

## Key Results

- Increased deal velocity
- Higher attainment rate
- Faster ramp time

## The velocity of the sales deals is increasing

The biggest impact that the team started seeing was the increase in the velocity of the sales deals. Across all deals, but especially in the company's SMB segment, the company was experiencing shrinking timelines towards deal closure.

While looking into the underlying driver of this change, Dean noticed that **SetSail was helping his team identify and focus on the deals that have the highest propensity to close.**

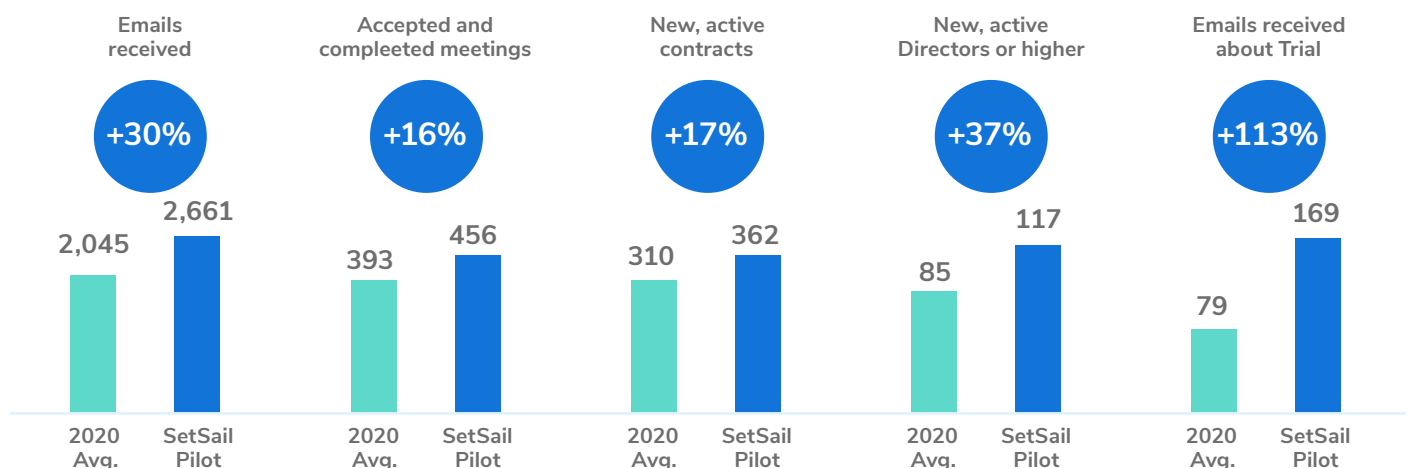
By focusing on the most qualified deals first, the sales reps were able to speed up the deal cycle and achieve a higher level of productivity.

Dean notes that **"SetSail makes us smarter as an organization and reduces the amount of manual work. Once the mundane tasks were automated, our people could focus on the deals that have the biggest impact."**

The increase in velocity is a direct result of higher and more focused activity levels on crucial deals.

### SetSail Lifted Sales Reps' Activity Levels Across All Deal Milestones

All values are 'per month' and for the entire team





# Attainment rate jumped - today, each rep is closing more deals than ever before

Another important impact has been the increase in attainment rate. Attainment rate is the measure of a salesperson's total sales as a percentage of their quota for that period. With the help of SetSail, Pendo's sales reps are closing more deals and driving a higher percentage of their goals than ever before.

How are they doing this? **SetSail is helping Pendo's sales representatives understand what great execution looks like throughout every sales process. It is coaching them to get better, and reminding them to take action on the most impactful activities.** SetSail has also motivated the sales reps by creating an environment of **healthy competition around activities** with transparent comparison metrics.

Dean has heard this feedback firsthand from this team:

“SetSail has been instrumental in providing visibility into the sales cycle and providing the baseline motivation for reps. It is like a second sales manager that amplifies our managers' efforts and gives them a “manager jetpack” - packed with the ability to provide more effective coaching. It has really been a boon for our sales reps and their managers.”

# Sales onboarding and ramp-up is streamlined

The modern sales leader's most important goal is to create an environment where each individual sales representative is armed with the knowledge and tools to be successful. The biggest challenge for the Pendo sales leadership team around this goal was finding ways to improve the onboarding process. A key part of the solution for them was ensuring that sales reps complete their ramp-up as quickly as possible.

The team leveraged SetSail to bridge the gap by **providing their team members step-by-step incentives to follow best practices and build good habits**. This resulted in an increased participation rate, meaning that more sales reps were closing deals every quarter.

Today, over 4 dozen sales representatives at Pendo are using SetSail on a daily basis. The company's leadership team expects to expand this usage to a hundred sales reps in the near future.

**“We see possibilities to use SetSail beyond sales. It can also help our SDR and CS teams focus on the activities that lead to revenue.”**

Want to learn how  
SetSail can improve  
your sales team's  
performance?

[Request a demo](#)