

iSEEit

SUCCESS STORY



Quinyx is a workforce management solution that empowers the workforce in service industries to make people and businesses grow. Quinyx helps companies around the world to optimize schedules with AI forecasting, make time reporting more efficient, reduce costs, stay compliant and engage with employees.

www.quinyx.com

Quinyx doubles win rate by rolling out MEDDPICC on Salesforce

As a global company with sales teams located all over the world, Quinyx needed to roll out a standardized approach to opportunity and deal qualification in order to gain insights into which opportunities to focus on, so that they can improve their close rate and hit a more accurate forecast.

Since implementing iSEEit on Salesforce, the entire sales team at Quinyx has been able to deploy MEDDPICC and follow a more structured approach to opportunity qualification by setting common criteria. As a result, Quinyx is able to better understand which opportunities to focus on based on facts and evidence, which has enabled them to double their win rates, exceed targets and close their 3 biggest deals in the company's history - each worth at least \$1M in ACV.

Key Benefits for Quinyx

X2

Doubling of
win rates

\$1M

Closed the 3 biggest
deals in the compa-
ny's history - each at
least \$1M in ACV



Hit every quarter
with quarter on
quarter growth

The Challenge

Rob Desmond, VP North America, joined Quinyx in 2019 in order to grow the company's presence in the US. With sales teams located all over the world, he quickly realized that each team operated on their own sales methodology and approach, and **qualified their business in different ways without common criteria**. "The lack of a common criteria to opportunity qualification became a problem especially when it came to scaling the company as each team spoke a different language on how they would approach a sale" explains Desmond.

As a result, the sales team would end up with an **outdated pipeline** that was often not properly qualified, which led to a false sense of security. Additionally, the absence of a common language and structured deal information from a single source made it extremely tedious to extract any real insights regarding the health of each opportunity. This resulted in **lengthy forecast and deal reviews**, led to **inconsistent close rates** and made it challenging to deliver on an **accurate forecast**.

"Given the sales landscape, we needed to focus on pipeline generation and more importantly, on improving our close rate through qualifying opportunities quickly, accurately, and knowing which ones to focus on", adds Desmond.

Hence, Quinyx needed a solution where they could easily roll out a common language for opportunity qualification to the entire sales team worldwide, so that they could **increase transparency, qualify their opportunities quickly, accurately, and gain more clarity into which opportunities they should focus on** in order to improve their close rate.

Results

After operationalizing MEDDPICC on Salesforce with iSEEit, Quinyx is now able to adopt a standardized qualification methodology company-wide, creating a **common language** and enabling the sales teams to **instantly identify gaps** in the sales process and plan next steps.

They've also been able to adopt a consistent approach to **justifying the identification of certain roles** (eg. coaches, champions, influencers etc.) in their accounts and quickly identify where they should be focusing their time from a forecast perspective.

Having MEDDPICC and their sales process **directly integrated into Salesforce** meant that they now had a **centralized location** for data entry, retrieval and reporting, which facilitated adoption, training and education.

"I personally use iSEEit in all my 1 on 1 meetings and deal reviews. It's become much easier to qualify a deal and we've been able to narrow down our Ideal Customer Profile. When we can pull up a dashboard that has a MEDDPICC score card and close date right next to each opportunity in Salesforce, deciding what can wait a week and which account we're going to focus on this week becomes more black and white", says Desmond.

Since implementing iSEEit, Quinyx has:

X2

Doubled win rates

\$1M

Closed the 3 biggest deals in the company's history - each at least \$1M in ACV



Hit every quarter with quarter on quarter growth



Increased average deal size



Decreased average sales cycle



The biggest problem in organizations is that they fail to adopt a process because it can be rather arduous. Having an app that's easily integrated into Salesforce and the sales process makes it easy to follow, adopt, train and educate. Integrating a tool into a system that you already use on a daily basis is key.

Rob Desmond, VP North America, Quinyx

Ready to follow your sales process on Salesforce? Learn more [here](#).

