

BUILDING A PERSONALIZED SALES MOTION FOR THE POST-COVID WORLD



Wellington Drive Technologies Limited



THE OBJECTIVE

WDTL's solutions involve complex technology and have a long sales cycle. Selling in-person and building trustworthy relationships is therefore a key aspect of the sales process.

The onset of COVID moved almost the entire sales process online overnight. Therefore, it turned to AI to bring the 'human connect' back into its process.

ABOUT THE COMPANY

Wellington Drive Technologies Limited (WDTL) is a publicly listed company that is a world leading supplier of IoT-based asset control solutions. It also provides proximity marketing services and motor technologies that dramatically boost the revenue and profitability for retailers.

Headquartered in New Zealand, WDTL is active in over 18 countries. It has produced millions of motors for virtually any refrigeration application and delivered over 1 million connected devices for the commercial refrigeration industry.

The Approach

Humanizing Sales Using Humantic AI

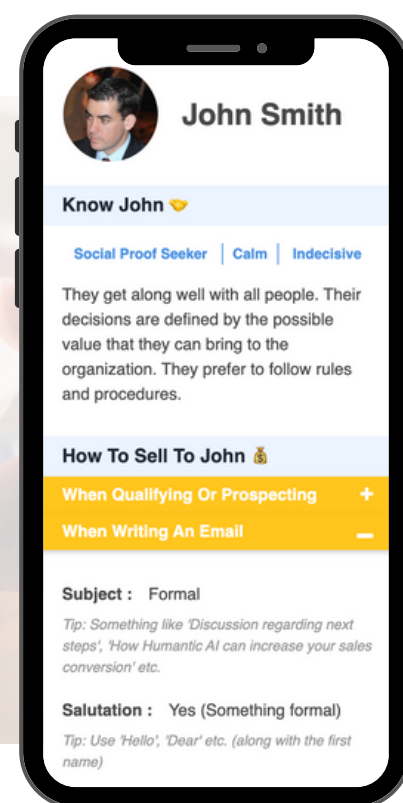
WDTL turned to Humantic AI - a 'prospect intelligence' solution that helps sales teams learn about the personality, behavior and decision-making approach of their prospects, so that they could be more informed as well as more empathetic in their interactions.

The initial rollout of Humantic AI was to a single team in the US region. Within 6 months, WDTL had decided to roll out the solution globally.

Today, Humantic AI is used by the WDTL sales team across the entire sales cycle.

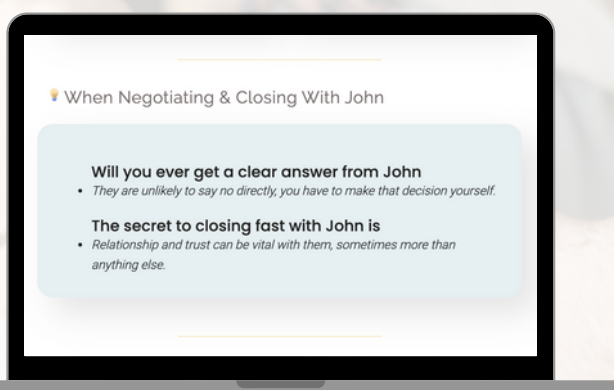
Outreach Personalization

- Email personalization tips by Humantic AI are used by the WDTL outreach team to craft perfectly personalized emails that catch their prospects' attention.
- Easily-actionable DOs and DON'Ts help the WDTL sales team walk into calls with confidence - as if they have known the stakeholders forever.



Pitching & Closing

- Negotiating and closing cues from Humantic AI equip the WDTL sales team with information that's critical during closing. How much to push a prospect, whether the focus should be on ROI or cost - WDTL sales leaders now walk into any meeting knowing exactly what will swing the deal in their favor.



A Skeptic Who Became A Champion

Michael Young is the Regional Director for North America and is responsible for the growth and success of WDTL in US and Canadian markets. This includes handling market strategy, marketing and sales, team leadership, and more.

Like many users, he had his doubts while signing up for Humantic AI. However, within a quarter, he was a convert. Within two quarters, he had his whole sales organization using Humantic AI.



Michael speaks to us about this incredible journey in the video below.

“It's hard to think of a situation where I would stop using Humantic AI now.”

A video thumbnail with a yellow and white background. In the top left is the Humantic AI logo. In the top right is the Wellington logo. The main text reads "From A Skeptic to A Champion" with a play button icon. On the right is a circular portrait of Michael Young. Below the portrait, his name and title are listed: "Michael Young, Sales and Marketing Leader, Wellington Drive Technologies Ltd."

Humantic AI

Wellington

From A Skeptic to A Champion

Michael Young
Sales and Marketing Leader
Wellington Drive Technologies Ltd.

The Humantic AI Difference

Same Game, A Different Playbook

For a large client, WDTL was hitting a wall in getting the client to initiate a pilot. Multiple conversations and meetings had occurred, but the pilot was not getting green-lighted.

On analyzing the key client stakeholders with Humantic AI, it emerged that the stakeholder group was heavily social-proof and consensus focused.

WDTL sales team put together a case study of a similar client, their decision to go with WDTL, and the results that they had seen so far. This hit home with the client's leadership. In the WDTL sales team's words, *"the client just ate that up"*.

Humantic AI thus paved the way for a really lucrative deal to move forward for WDTL.

About Humantic AI

Humantic AI is a 'people intelligence' provider that enables its users to reliably understand other people's personality and behavior even before interacting with them. Salespeople use Humantic AI to open doors faster, build stronger relationships, and close more deals.

Humantic AI is used by Fortune 500 organizations like McKinsey, Microsoft, Paypal. The Wall St. Journal has termed Humantic AI the technology that will reshape the world.

"There is no downside to Humantic AI, it only has tremendous upside potential."

- WDTL Sales Leader



<https://humantic.ai/sales>

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