

Meet OPIN

Enterprise sales team gains new insights and visibility with Sell

About the Company

OPIN is an Ottawa based company founded in 2010 that specializes in providing Drupal based systems for both government and enterprises.

The Challenge

OPIN Software specializes in implementing Drupal based websites and web applications. With high value sales in the public and private sector, OPIN provides developers, staffing, and training solutions in the web content management market. However, while their product and market may have been defined Director of Business Development, Pat Gilbert, shares that their road to finding the right CRM was not as easy.

OPIN researched many CRMs before finding Sell. Testing out large systems such as Salesforce, more basic CRM's such as Highrise and Zoho, and even Drupal-integrated CRMs like Sugar CRM and Red Hen, nothing seemed to provide a holistic CRM experience and the team was simply relying on spreadsheets. With their team expanding they needed to find a solution that met all of their needs, and they knew that spreadsheets and limited CRM software weren't the answer. That's when a partner introduced them to Sell. "The visual display on Sell is great, we really liked it. We liked the reporting and customizability; it's a huge plus for us" says Pat.

As opposed to looking across multiple sources in the hope of gathering cohesive sales information, OPIN can now look to Sell for all of their sales needs. Sell provides "one central system for everybody to collect all the information and use it more efficiently." This means less time spent searching for information, and more time doing what's important: selling. Sell also mirrored the kind of CRM that OPIN wanted to work with. As Pat says, "It's not that legacy looking system. It's a nice user interface. Everything is right there in an intuitive way."

The Solution

Sell has been adaptable in both OPIN's inbound and outbound sales strategies, and has significantly increased their productivity while simultaneously decreasing the amount of overlapping work. From storing an initial lead to developing that deal through their sales pipeline, Sell is integrated in every aspect of a sale. Features like automated tasks, email templates, communication tracking, and call logging have all led to both increased efficiency and productivity for sales reps, and higher visibility for management. "Base helps me track and monitor our pipeline much easier and helps me understand where we need to improve to make sure we're hitting our targets," says Pat.

OPIN has also found a new level of insight into their sales team. Reports like Conversion Rate by Owner have helped OPIN analyze their sales conversion, something they previously did not have. Sell now plays a vital role in their weekly sales meetings as well. Pat describes how Sell has made it easier to go through their sales pipeline, relay this information to the team, and map out high and low points.

The Results

Since implementing Sell, Pat has seen dramatic changes in the structure of how sales are won at OPIN. This change is directly seen in OPIN's increased productivity and efficiency.

"Base saves time. In terms of productivity, you're not taking your 8-10 hour day and scrambling here and there to try and piece together something. Everything is in one spot, and you can focus on pushing deals through the pipeline, one after another," says Pat.

Today, Pat and the OPIN team can focus on high value sales knowing that they can rely on Sell to be there for them.

Success Made with Sell Solutions

These solutions help OPIN take their sales to the next level faster than ever.



Customer Management

Everything you need to know about a customer in one place.



Email Intelligence

Enhance your communication with email tools designed to give your reps a competitive edge.



Reporting and Analytics

Uncover data-driven sales insights with robust, out-of-the-box visual reporting.