CTL Accelerates Sales by Rethinking Engagement

CTL Leverages Substrata to Decode Prospect-side Verbal and Nonverbal Signals and Accelerate B2B Revenue Growth

+34% Increase in Win Rates

15% Reduction in Sales Cycle Length

49% Increase in Quota Attainment

Sara Moore
Sales Director

ctl.

COMPANY SIZE
240 Employees

INDUSTRY
Technology

HEADQUARTERS
Beaverton, OR

CHALLENGES
Complex, multi-touch sales cycles that require consistent communication across diverse stakeholder groups.

SOLUTIONS
Analyze communication patterns, helping internal teams to detect sentiment shifts, tailor messaging, and forecast deal progression more accurately.

RESULTS
Strengthened stakeholder relationships, shortened sales cycles, and improved decision-making through deeper communication insights and data-driven sales strategies.

PRODUCTS USED:

SoundWave
Analyze conversational cues to discover the tension, power dynamics, and sentiment shifts during interactions

Q For Email
Build perceived authority in B2B deals by analyzing and optimizing communications for trust, credibility, and impact in your emails.

★★★★★

Navigating Complex Sales Cycles in Education and Enterprise Markets

As a global computing solutions operator, CTL has been delivering innovative technology products and services for over 35 years, with deployments in more than 65 countries. Their offerings cater primarily to education and enterprise sectors. Operating in these sectors involves engaging with diverse stakeholder groups, including IT administrators, educators, procurement officers, and enterprise decision-makers. The sales cycles are often lengthy and involve multiple touchpoints, making it challenging to maintain momentum and drive deals to "closed-won".

> "Substrata helps me solve one of the most underrated problems in B2B tech sales - how to communicate value clearly and effectively. With Substrata's social signal intelligence I can observe what messages are striking a chord, where engagement drops off, where reps need to be coached..."

Substrata = A Transformative Move for CTL

- **Engagement Trend Analysis:** Substrata's analysis now helps CTL detect changes in stakeholder engagement levels, and take action to maintain deal momentum.

- **Communication Dynamics:** Substrata provides insights into the tone and sentiment of communications, allowing CTL to tailor their communication to better resonate with each stakeholder group.

- **Predict Deal Progression:** By monitoring communication patterns, Substrata aids in forecasting the likelihood of deal closures, helping CTL prioritize resources effectively.

The integration of Substrata into CTL's sales processes has led to:

1. **Enhanced Stakeholder Engagement**
   With deeper insights into stakeholder sentiments, CTL has improved its communication effectiveness, leading to increased revenue growth.

2. **Accelerated Sales Cycles**
   By identifying and addressing potential communication gaps early, CTL has reduced the time required to move prospects through the sales funnel.

3. **Data-Driven Decision Making**
   Substrata's analytics have empowered CTL to make informed decisions regarding resource allocation and sales strategies, optimizing overall performance.

> "It has also been instrumental in aligning Revenue Operations with sales strategy by surfacing patterns and insights we hadn't seen before. The result? Fastening deal cycles, increased participation, and a far more detail-oriented, attentive, fact based B2B revenue team."

Improved Sales Efficiency and Relationships

CTL's enterprise sales process has always been rigorous but now, by integrating Substrata's social signal intelligence into their go-to-market stack, they have unlocked a new layer of insight, one that sits between raw data and human intuition. With this, CTL has enhanced their ability to navigate complex sales environments, all of which has lead to an increase in sales overall.

substrata