Windows Outfitters TWO

Windows Outfitters TWO gets sales clarity with Zendesk Sell

Americas, Asia Pacific, Retail & eCommerce, Sell

[two USA]

Founded
2007

Locations
Australia and Texas

Products Used

Founded in 2007, the Window Outfitters (TWO USA) has grown into a leading wholesale window furnishings business, with global sales teams located in the US and Australia. As the Texas-based business grew, its CRM couldn't keep pace—to the point where Chief Operations Officer Shelby Stanley decided to spearhead TWO's decision to build a mobile-centric sales environment with integrations that would boost productivity.

Aiming to shift the sales process to a completely mobile environment, TWO initially pursued developing a custom solution. However, it didn't take long for Stanley to realize that it wasn't going to work for the company's needs. "Our primary goal was to find something that was built to work in a mobile environment," Stanley said. "Within one month of deployment, I knew that our newly built CRM wasn't going to work." Six weeks after deploying the custom solution, Stanley continued the search—and that led to Zendesk Sell, which offered the mobility and integrations TWO needed to meet the needs of its consumer sales team.

In order to get the team up and running with Sell, TWO had two absolute musts: custom integrations with Pandadoc and Xero, and a fast deployment. "We believe very strongly in streamlining repetitive admin tasks," Stanley said. "So we knew that we wanted a quoting system and a complete accounting package added to Sell." Now, TWO sales reps are able to raise a quote and have that information route directly into Sell. Once a deal has been approved, the data is sent to Xero where payment is administered. Each service is plugged into Sell, delivering a seamless selling experience all around.

While the hands-on nature of its sales team can make it tough to drive product adoption, the smooth implementation of Zendesk Sell and its intuitive design has made learning accessible to the point where Stanley now schedules fewer follow up training sessions with TWO's remote teams.

"I went to Australia and spent a few days training our remote sales teams," Stanley said. "I found that follow-up training wasn't needed like before because the sales people were exploring Sell and eager to learn on their own. Within two weeks our conversion rate started building. I was getting emails daily from reps who were excited about Sell."

High adoption means good data that yields actionable reports. "Once we implemented Sell, I realized that one of the most important aspects of our sales process, time to first action, was two days," Stanley said. "We're a commodity business, so this was crucial to our conversion rates. Sell made this issue visible to us and we were able to drop our time to first action by 24 hours. Now our reps reach out to prospects the same day."

For Stanley, it's always been about giving the sales teams what they need to succeed. And with Sell, TWO's sales teams have developed more clarity and depth in their sales process. Meanwhile, TWO's management team now has the analytical insights it always wanted, without burdening its reps. "The biggest thing I love about Sell is that I don't need to ask my reps to update the database at the end of a long day," Stanley said. "They don't need to change their workflows—Sell has become a natural part of their workflow."

> "I wanted to find a solution provider that was passionate about solving problems for salespeople. I found that with Sell."

Shelby Stanley
COO of Window Outfitters (TWO USA)