

Unidesk increases its sales pipeline by 200% with Skuid.

Overview

Unidesk—an enterprise application management software company—quickly and efficiently changed its sales and marketing approach, transitioning to an account-based workflow using Skuid. The transition strengthened the relationship between sales and marketing with exciting results.

Within one month, the average sales development representative increased pipeline productivity by 200% using the sales app built with Skuid. Sales also increased average deal size by 177% with the account-based approach.

Challenge

Unidesk creates and sells application management software for enterprises. Like many organizations, Unidesk uses marketing automation and customer relationship management (CRM) software to market and sell their product. Also like other companies, Unidesk struggled to get their sales and marketing teams on the same page.

No one knew this better than Andrew Nadeau, Unidesk's director of marketing, who managed both HubSpot and Salesforce[®]. Andrew started working on Unidesk's sales team before moving to marketing, and he acted as the bridge between the two teams. He often wondered how he could use technology to help the two departments become more aligned.

After analyzing their sales pipeline, Andrew saw an opportunity to unify sales and marketing efforts. He realized that 52% of the sales opportunities weren't worth pursuing. Andrew realized reps spent the same amount of time on a \$10,000 deal as a \$100,000 deal—a lot of wasted effort for payoffs that weren't equal.

Andrew worked with the sales leadership team to address these problems head-on. Instead of its traditional sales tactics—to get as many leads as fast as possible—Unidesk changed to an account-based sales model. The new approach was more strategic and targeted larger enterprises.

Solution

This huge transition required a major change to Unidesk's sales and marketing technology. Instead of hiring a consulting firm to create a new application—



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Andrew Nadeau
Director of Marketing
Unidesk

The Unidesk logo, featuring the word "unidesk" in a lowercase, sans-serif font. The "unidesk" part is in black, and the "desk" part is in red.

which would've cost tens of thousands of dollars and taken months—Andrew used Skuid's code-free platform to create a new application to support account-based sales and marketing.

Andrew built the new application over the weekend without writing any code.

"I'm not super technical, so that shows you the power of Skuid and what we can do, and how agile it can be with our business," he says. "A lot of the stuff that we've done with Skuid we would have never done with [out of the box] Salesforce."

After launching the new app, Andrew realized he needed to build out their partner community to support the account-based approach. Within two weeks, Andrew launched a partner portal built with Skuid to help Unidesk and its partners completely align sales efforts.

"That field alignment is huge," says Andrew. "And that's also really helped us to progress these target accounts we're going after."

Results

After launching the new process to the entire sales team, the average Unidesk sales development rep went from creating about \$300,000 in opportunities a month to about \$900,000 a month, an increase of more than 200%. They also saw the average deal size increase 177%.

Andrew's team is now able to quickly experiment with different formats until they find one that's right for them. It is very easy for Andrew to diagnose where sales reps are losing productivity and get them back on track.

"When we rolled out the initial workflows, I had all sorts of feedback," says Andrew. "At nights, I would just go in and deploy most of the feedback I got that day. That's huge, that constant iteration."

Unidesk now analyzes sales data in real time and adapts apps to build new processes. Because of the new account-based marketing strategy, the alignment between sales and marketing has never been better.

"The fun part is when I train a new sales rep coming into our organization, and I show them our Salesforce instance," Andrew says. "They're always like, 'Wow, if I had this at my last company, it would have been transformational. How come every company doesn't do it this way?'"



time to build the new app,
without writing any code

2 days



increased pipeline

200%



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177%



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