setsail

SentryOne shifts sales into next gear with SetSail

Remote work demands a new approach to managing sales

+20.5%
Emails sent

+28%
New business ops created

+19%
Opps created

Motivating a sales team and creating an environment where they can succeed is difficult during normal times. But how do successful companies accomplish this feat during a global pandemic? Sentry-One's sales team has cracked the code to this puzzle.

The pandemic created considerable challenges that made the jobs of sales organizations even more difficult. Like many fast-growing sales organizations, SentryOne's sales team had to quickly adjust their processes to adapt to an environment where everyone is working from home. This meant that the sales leadership team had to change how the team was educated, how they followed up, and how to better engage with customers.

SentryOne

SentryOne is a leading provider of database performance monitoring and Data-Ops solutions on SQL Server, Azure SQL Database, and the Microsoft Data Platform. Companies across the world are choosing SentryOne to meet the highest demands for database performance. The company needed a solution to take the productivity of their sales team to new heights.

Scott Allison, Vice President of Sales at SentryOne, has been leading the sales organization for over 3 years. Despite the challenges surfaced by the pandemic, Scott saw an opportunity to energize his team members and create a high-velocity sales organization by arming them with important data along with the latest advancements in automation and AI. That's when he found out about SetSail.

Sales reps get better by learning from the best
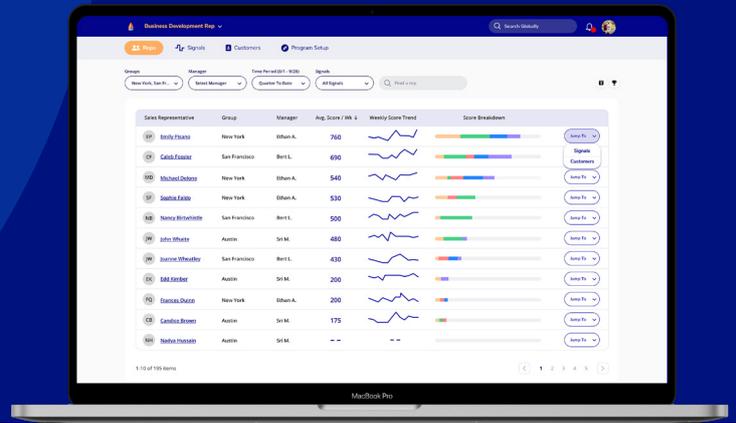
The company adopted SetSail to navigate a successful work from home program that enabled the sales team to focus on high-impact activities.

It took less than 2 weeks to integrate SetSail with Salesforce and Microsoft Outlook, and get all three sales teams — Account Executives, Business Development Representatives, and the Customer Success Managers onboarded. They quickly launched a SetSail program that aimed to reward key buying signals, reinforcing and driving urgency for activities that accelerate deal progress.

This automated activity-driven approach to sales created an environment of learning **by bringing transparency into what top performers are doing** to achieve success. With the ability to learn from their peers, SentryOne's sales reps could easily identify the types of activities that are making them successful.

"Visibility into engagement is one of the most important learnings for us since the implementation of SetSail" says Scott Allison, the VP of Sales at SentryOne.

> We now have a clear view of all activities and their impact. We can easily identify which sales team members are doing the hard work that will lead to long-term engagement and success.

Scott Allison
VP of Sales at SentryOne

Watch the video ▶

Top Users
- Account Execs
- BDRs
- Customer Success

Time to Go Live

2

weeks

Key Results
- Faster ramp time
- Rep accountability
- Engagement

Automated rewards motivate sales reps like never before

In addition to the data-driven learning, SentryOne's leadership uses SetSail's rewards functionality to create a fun, competitive environment within the sales team. With the short-term rewards program, the sales reps are motivated to work on the highest impact activities on a weekly and monthly basis. As a result, sales reps follow best practices and considerably improve productivity. Within months of SetSail deployment, the company's leadership team has seen a surge in the activities that drive deal progress with clients and prospects.

Visibility into deals created important new findings

For the SentryOne team one of the key learnings since the implementation of SetSail has been the newly-found insights into the interactions that move the deal towards progress. These insights allow Scott Allison and his team to pinpoint which accounts have sales momentum and which ones need to ramp up engagement to drive towards a successful deal.

Want to learn how SetSail can improve your sales team's performance?

Request a demo now