

Array Health

CASE STUDY

“We set a goal range for the first phase of our project and we hit it within 90 days of launch.”

-Lance Hood, VP of Marketing

Business Problem

We need to build our business and don't have the time to train internal sales development reps. Our goal is to add 4 to 5 new customers logos this year and needed help meeting that aggressive target. We had launched two new products and needed to quickly identify and engage the buyers or influencers for these products in our target market.

Why We Chose Staccato

When I first worked with FRONTLINE Selling, which was prior to joining Array Health, I was looking for a more disciplined approach to prospect development. I looked at several vendors and I felt very comfortable with FRONTLINE Selling due to their structured methodology with positive word of mouth referrals I received. When I came to Array, they were already getting started with FRONTLINE, which I was very excited about.

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Concerns About Choosing a Managed Service

I was initially concerned that FRONTLINE's reps wouldn't have the technical know-how to speak intelligently about our product and wouldn't accurately represent the brand by getting caught in a sales conversation they weren't prepared to handle. But with the Staccato methodology, that wasn't a problem at all because those calling on our behalf don't have to be the masters of our product, they are the masters of our message. They don't sell for us — they simply get our reps to that first conversation, which has been a real challenge for us.

Results

We are extremely pleased with our results to date. The Demand Creation Executives (DCE's) who call on our behalf are able to secure meetings for us without having to dive deep into our product details, and we have gotten great feedback from prospects and clients on their professionalism. We set a goal range for the first phase of our project and we hit it within 90 days of launch.

The only comprehensive solution that combines software with a proven methodology.