

# Case Study: Staccato PRO software and methodology changes the landscape for Quorum

## About Quorum

Quorum Business Solutions is an oil and gas software business solutions company headquartered in Dallas, TX. Founded in 1998, Quorum is the leader in digital transformation for hydrocarbon and the energy industry. Their platform of integrated solutions is designed to drive customer profit throughout the energy value chain.

## Business Challenges

In late 2016 Quorum developed aggressive new marketing goals and began analyzing their lead generation performance. One obstacle was getting new sales employees up to speed quickly. They had brought in two new hires over a six-month period and were ready to hire a third. Quorum Chief Marketing Officer Olivier Thierry wanted to implement a standard sales methodology that would equip new employees to immediately start making phone calls, setting appointments and boost overall lead generation. He brought this to the attention of his Business Development Manager, Stuart Smith, who works within the Marketing department to generate sales qualified leads.

## Staccato Results

*"My team surpassed our goals for the half year with ease. We have more outbound opportunities through June than we had all of 2016. We are currently on pace to hit 190% of plan."*

*"If you are trying to get into ConocoPhillips or Shell, it's difficult to reach the decision maker, especially when utilizing a cold-calling sales strategy. With the Staccato methodology in place, we have a vetted process that enables us to make the right connections and ultimately reach the right decision maker within such large organizations"*

Since implementing Staccato in April, 2017 Quorum has generated the highest number of leads in the previous four and a half years. In their first month, they got into a huge account and created a \$1 million opportunity.

**Stuart Smith,**  
*Business Development Manager*



# Quorum is Igniting Their Sales Funnel Through Meaningful Human-to-Human Interactions

## Solution: Staccato from FRONTLINE SELLING

Quorum decided to implement FRONTLINE SELLING's Staccato methodology—an integrated sales approach that aligned with Quorum's goals and budget. Smith and his sales team were excited at the prospect of having a structured, proven process that would also provide the necessary expertise to become result-driven sales professionals.

*"I think it was during our initial FRONTLINE SELLING Staccato training where I heard an analogy that resonated with me. 'Everybody golfs, but when you have a coach come behind you and show you something different that you never thought about before, it can change how you play the game'. FRONTLINE SELLING showed us a way of getting into companies that we had not thought of before, and the results have been outstanding."*

Prior to his current role, Smith was a business development representative and while he no longer makes many outbound calls, he has been successful in setting meetings with the few accounts into which he prospected.

According to Stuart, one of the most important parts of the Staccato methodology is having access to newly developed call scripts within Salesforce. Having scripts specific to the organization and the person they are speaking with has been extremely beneficial to the team. In addition, having the email

drafts on hand, and the ability to provide an actual reference within the organization has resulted in a more positive initial call and better outcomes.

## Reaching the Right Person

One of Staccato's benefits is the ability to identify multiple stakeholders within an organization, especially administrative assistants, who are typically the gatekeepers to the information sales reps need most. Before Staccato, Quorum reps viewed these individuals as "gate locks" rather than as relationships that should be cultivated and nurtured.

*"The biggest change in our team's execution is the way that we approach administrative assistants. I've done outbound calling for the last six years of my life and using Staccato, it was the first time I realized that when you befriend them and ask for their help, they'll tell you everything you need to know, including who you really need to talk to. That gets you to the right key player and has a huge impact on the effectiveness and efficiency of the prospecting process."*

Having a structured process in place also frees up leadership to spend more time managing their teams and helping them overcome challenges, rather than making outbound calls.

