VIRTIRA

How Virtira Improved Client Relationships by Streamlining Payment Processing

Struggling with slow and challenging sales close rates, a Cisco Enterprise Account Manager sought a solution. With Virtira's Deals Desk service, the process was instantly improved. Virtira's project support and persistent follow-up completely transformed the Account Manager's sales results.

"The quality of Virtira's service has always been outstanding and their follow-up is relentless, but not aggressive. I recommend it to anyone serious about growing their business."

–Enterprise Account Manager, Cisco Systems

CLIENT CHALLENGE

Cisco's account manager was spending too much time finalizing sales because:

- Departments were often left out of the loop on pre-sales activities.
- Key tasks were never completed, slowing sales finalization.
- As a result, the account manager had little time to make new sales.

Cisco needed all the relevant information shared with each department, along with follow-up, to ensure the process consistently moved forward.

HOW WE SOLVED IT

Our consultants gathered all the relevant information on pre-sales activities, action items, meeting notes, and more for presentation at Board of Directors (BOD) calls. This included the Data Center, Enterprise Networking, Enterprise Security, Physical Security and Collaboration.

CISCO SAYS VIRTIRA PROVIDES VALUE BY:

- Hosting regular BOD calls to keep everybody up-to-date and on the same page
- "Relentless, but not aggressive" follow-up to keep the process moving forward
- Bringing gaps and oversights to the attention of the relevant team
- Making key data and information available on shared online dashboards

BUSINESS IMPACT

The Cisco account manager needed to accelerate sales completion in order to free up more time to interact with the client and drive sales. "The impact was immediate," she says.

The account manager's time on deals fell by 30 percent.

Virtira "transformed our sales process by holding my entire team accountable."

A more efficient sales process gave Cisco more time to make new sales.

Ready to learn more? Book a meeting with me.
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