

# How Virtira Boosts Sales Productivity by Lightening Administrative Workload

Cisco's client executive for a major corporation was struggling to finalize sales in a reasonable timeframe, due to his team not keeping pace with the administrative burden. Virtira provided an "amazing" impact, with "outstanding" service and "relentless" follow-up that "transformed" the sales process, allowing for increased sales success.

"Virtira is more engrained with Cisco than anyone else from a pre-sales and support perspective. This service has transformed my life, reducing stress, freeing up more selling time and increasing revenues."

– Client Executive,  
Cisco Systems

## CLIENT CHALLENGE

For this major brand executive, finalizing sales was taking too long because:

- The team was not always fully informed and lacked access to key materials.
- Cisco's support staff failed to follow up, letting some tasks fall through the cracks.
- Sales finalization slowed to a crawl as key action items fell to the client's executive.
- In the end, the team and the exec 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

Virtira held two weekly team meetings to keep everybody on the same page and followed up with the entire team to make sure everybody fulfilled their duties.

### CISCO SAYS VIRTIRA PROVIDED VALUE BY:

- Hosting weekly meetings to set deadlines & assignments & update the entire team.
- Creating weekly slides and posting them to a shared online dashboard.
- "Relentless, but not aggressive" follow-up to ensure all tasks are completed.
- Preparing responses to possible client concerns in advance.
- Organizing brief 1:1 calls to address gaps and laggards.

## BUSINESS IMPACT

The Cisco client executive hoped to accelerate sales completion in order to free up more time for additional sales. "The results have been amazing," he said.



Reduce his administrative back-log by holding his team accountable



Dedicate as many as 4 additional hours to sales each week



Shorten his sales completion cycle by an impressive 10+ months



Increase his bookings by as much as 20 percent

The executive said he was highly satisfied with Virtira's support, which he said beat out the competition. He hoped to find more tasks for the team because their work was so consistent. He viewed Virtira not as an outside contractor but as a true partner.

Ready to learn more? Book a meeting with us.

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