

How We Boosted Sales Productivity By Improving Workflows

A major Cisco client was often uninformed about supply chain and shipping issues and regularly questioned charges, leading to disputes and payment delays of up to 90 days or more. Virtira provided 'game-changing' assistance that streamlined communications, boosted morale and understanding, and accelerated revenue receipt. Cisco now hopes to hold onto its Virtira support for as long as possible.

CLIENT CHALLENGE

Cisco regularly faced payment delays from their major brand-name customers because:

- Support staff had difficulty delivering adequate updates and reports
- The client rarely knew when an order had been renewed, or payment was due
- This situation led to confusion, disputes, late payments, and near-default

Thus, Cisco needed all relevant data collected and delivered in regularly scheduled reports.

"It's all in black and white," says a Business Development Manager at Cisco. **"Before, it was taking 60, 90 days, or even more because they weren't convinced they owed us. Now that we have Virtira providing weekly and monthly reports, we don't have any more surprises or delays."**

"I see Virtira as my Inside Sales Rep. They know Cisco systems — they know what's important. Stuff that I don't even know."

—Business Development Manager, Cisco Systems



HOW WE SOLVED IT

Our consultant provided comprehensive weekly and monthly updates to the client, detailing orders, payments, logistical details, deliveries and more. Cisco describes Virtira as "a game-changer". The client now knows why delays occur, when to expect a renewal, and when payments are due, improving forecasting and spending plans.

CISCO SAYS VIRTIRA PROVIDES VALUE BY:

- Interacting directly with clients and partners, in contrast to previous support staff
- Having worked at Cisco, knows of tools and processes that many Cisco senior employees still do not
- Being "tenacious" when the client fails to address an issue adequately
- Becoming essential and indispensable for Cisco's client

BUSINESS IMPACT

The client was pushing back on a multi-million dollar payment. Thanks to Virtira's support, Cisco was able to resolve the outstanding payment.



No more disputes or payment delays, and much better relations with the client



Hundreds of thousands of dollars in added revenue



Improved and positive client communications



Happier sales staff due to promptly paid commissions

Ready to learn more? Book a meeting with us.
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