



REAL ESTATE SOFTWARE

Developing and embedding a new sales methodology.

ABOUT RENTLY:

Rently are leaders in self-touring and smart home technology. They offer prop-tech solutions for the rental housing industry. They combine hardware with a software platform that allows estate operators to manage their leasing and expand revenue opportunities.

COMPANY SIZE:

501-1,000 employees

INDUSTRY:

Real estate software

SBR DELIVERABLES:

Sales playbook & sales guide, CRM optimisation, sales competency assessments, sales training, leadership training

Business objectives

Rently had ambitions to develop their people, process and tools to allow them to scale and become a multi billion-dollar organisation, in a sustainable way.

Their business objectives were as follows:

- Provide a platform for sales reps to succeed in enterprise sales environments.
- Develop a targeted and staged approach to sales.
- Develop a consultative approach to sales excellence.
- Have a clear 'track to run on' from interview to fully onboarded individual contributors.
- Provide a leadership program, cadence and structure development.
- Align the Customer Success team in the client engagement process.

The return on investment

Closed won deals

Company records were broken, with new hires winning deals within their first 6 weeks.

Increased deal size

An improvement in deal size, as well as larger and more sophisticated, enterprise scale deals.

+68%

The SDR's demo booking to attended ratio increased from 50% to 68%.

SBR's strategy to execution

SBR created a work package that looked at the team's processes, sales methodology & tools to create a sales playbook, sales guide, along with a company launch.

- Replicated the best-practice of Rently's top performers – developed a unified approach towards selling and internal training, with a staged approach to sales.
- Sales playbook & guides were integrated into their internal workspace.

CRM consulting:

- Integration of new sales process, with a guided flow in each stage.
- Playbook & qualification questions in each stage were embedded.
- Correct role alignment and handover between stages.
- Team & role specific dashboards were created.
- Tracking decision makers were added and unnecessary fields were removed.

Role specific competency frameworks were built. Competency-based hiring is now embedded, as well as a unified onboarding process. Sales & leadership training was also included to embed the new language and frameworks developed into the team.



"I've noticed a vast improvement in onboarding and reduced ramp time. New people are creating opportunities much sooner – someone has already won a deal within the first 6 weeks, which is unheard of.

We've created meeting scorecards and using these effectively – all based on SBR's sales methodology, QUIS, and I've noticed an improvement in deal size, closing larger and more sophisticated, enterprise scale deals."

Heidi Caldira

Senior Director of Multifamily Sales