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



REAL ESTATE SOFTWARE

Developing and embedding a new sales methodology.

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.

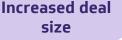
Their business objectives were as follows:

- 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.



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

ESBRConsulting