

Achieving Sales Excellence with Data-Driven Sales Management at SaaSOptics: Improves Pipeline Hygiene by 80% and Win Rates by 30%

The Challenge

As [SaaSOptics](#), a B2B financial operations solution designed for high-growth SaaS companies, grew, Will Ibsen, director of sales, and his team knew they needed deeper insight into rep performance data. Rather than hiring someone to manually measure and monitor the sales ops team, Ibsen hired Atrium to help engage in opportunities at the right frequency and with the right quality. Prior to this, SaaSOptics had tried tools to provide insight into pipelines and forecasts, but those tools just measured the outputs or results of the sales process, not the inputs.

The Solution

Ibsen and his team needed a solution that would give them the insights to reach their full potential. Atrium delivered a highly accurate, cost-effective solution, providing good data management capabilities that enabled the team to fine-tune the inputs. By utilizing Atrium, the team received a multitude of benefits:

- 1. Improved results:** Ibsen and his team were able to achieve 116 percent of its fiscal goal during 2020, reduce untouched or stagnant opportunities, refocus on important metrics, and see a major increase in win rates.
- 2. Proactive alerting:** Ibsen and his team get proactive alerts from Atrium highlighting any performance anomalies and when a rep is not on pace to meet goals.
- 3. Data-driven coaching:** Atrium enables Ibsen to take a data-driven, proactive approach to coaching that removes subjectivity from the equation altogether to help the team perform at a higher level.
- 4. Increased accountability:** Atrium allows the SaaSOptics sales team to see who is actively pursuing each opportunity and who has the stuck opps, encouraging the competitive nature of sales.
- 5. Better forecasting capabilities:** Atrium's accuracy with measuring the health of an opportunity and level of engagement of prospects allows the team to pursue the right opps and let go of the rest.

Atrium has transformed the way I manage my AEs. ... When reps start getting a little loopy, Atrium immediately flags it, we can discuss it together, and fix it before it becomes a big problem.



Will Ibsen
Director of Sales at SaaSOptics