

Axonom, headquartered in Minneapolis, Minnesota, is a leading provider of enterprise-level Customer Relationship Management (CRM) and Partner Relationship Management (PRM) enhancement solutions for Microsoft Dynamics CRM.

Key Points:

- As a Microsoft Dynamics CRM partner, Axonom competes directly with Salesforce.com.
- Their first email/calling campaign targeted Salesforce.com customers.
- Axonom's learning curve spanned about one hour. The two words they use to describe the experience are "intense" and "thrilling."
- Axonom averaged 8.2 conversations per hour in the first 23 hours, with some sales reps achieving 10 to 15 conversations.
- Only two fields really matter: notes from each telephone conversation and next steps. These tend to drive all subsequent sales processes and thus let your CRM system do the job for which it was intended: sales.
- ConnectAndSell really has ushered in... *The End of Dialing.*

Axonom: A CASE STUDY

ConnectAndSell's First 24 Hours with Bauer at Axonom

*Michael Bauer (not Jack Bauer of the TV series **24**) has been the marketing manager at Axonom Inc. since 2007. At the time of this writing, his team had been using ConnectAndSell for 23 hours of their initial 80-hour commitment. Here, he will focus on the learning curve, the mechanics, and the ROI on their ConnectAndSell engagement.*

“Recently, Axonom's vice president of sales ran into someone from ConnectAndSell at an airport. They struck up a conversation on the value of...conversations. Since we deal in *sales force automation*, the concept of *conversation automation* struck a responsive chord. What if sales people could do what they do best and just sell? What if they could leave the drudgery of dialing, navigating phone trees, and getting past gatekeepers to an on-demand service? And what if that on-demand service guaranteed at least five conversations per hour to exactly the people we're trying to reach or we don't pay them? This compelling proposition is what we business professionals call *a no brainer*. Two weeks after that airport conversation, we had ConnectAndSell on site making a presentation to our management team. Two weeks after that, they showed up for our first training session. Here's the story of our next 23 hours using ConnectAndSell.

ConnectAndSell™
The End of Dialing

“We Manufacture Selling Time”



As a Microsoft Dynamics CRM partner, we compete directly with Salesforce.com.

In fact, our first use of ConnectAndSell was to send email to a list of Salesforce.com customers and then speak with them directly. Since beginning our Microsoft partnership in 2002, we've been quite successful. Not only do we demonstrate a lower cost of ownership, but our customers like a system that looks and feels like other Microsoft products. Add to that our ability to customize and integrate through vertical-focused partner solutions, along with more flexible options for deployment, purchase and access, and the Axonom story becomes rather compelling.

Our sales professionals took about one hour to become comfortable with ConnectAndSell.

Any sales professional will approach a new way of doing things with some nervousness. The biggest surprise for us all was the intensity of the experience. The one word that kept coming up was 'thrilling.' To people used to completing maybe one call an hour, achieving as many as 15 calls per hour completely changed their attitude about cold calling. They actually *enjoyed* the process!

The all-important LIST and our plan of attack.

One of the toughest things in the world to do is selling to people who are currently using a competitor's product. You really need to give them a compelling reason to change. Our plan of attack was to blast out an email to Salesforce.com users inviting them to attend a webcast, and then to follow up the email with a ConnectAndSell-initiated conversation. This allowed us to (1) make sure they received our email; (2) clean our list; and (3) do another 'touch' in a complex selling process.

Rather remarkable results.

Without giving away too much in the way of spectacular but nevertheless confidential results, we averaged 8.2 conversations per hour in the first 23 hours. Some of our people had 10 to 15 conversations in a given hour. Our webcast was well attended, and resulting sales—conversions from Salesforce.com to Microsoft Dynamics CRM—confirmed we are indeed in the right business. For obvious reasons, the exact results are proprietary.

The two key fields: CallNotes and NextSteps

For our business, besides the email/phone and other contact information, we populated our CRM system with such data fields as company revenue, description of their business, number of employees, SIC code and (from our ace list provider) the very important Salesforce.com renewal date. At the end of the ConnectAndSell session, we'd get a report with our notes from completed calls (which we transferred into a CRM field called CallNotes) and a call-disposition code for NextSteps (call, email, meeting, presentation/demo or contract). These two fields automatically and naturally drive all subsequent sales processes. Which finally enables any company to use their CRM system the way it was intended: to sell products and not be a bean counter.

What's next for ConnectAndSell at Axonom?

As of this writing, we're 23 hours into an initial 80-hour commitment. We've already had tremendous success in the hardest of all jobs, that of projecting our power directly into the customer base of a direct competitor. ConnectAndSell really does *manufacture selling time*.

As the manager of this process, I see now that my job is to properly prepare lists and do after-the-fact ROI analytics. Because list selection really puts into place a complete workflow process that rather nicely spits sales out the other end.

We're in a new age of business processes, and ConnectAndSell really has ushered in... *The End of Dialing.*



Michael Bauer, Marketing Manager
888-814-2880 ext. 1357
mbauer@axonom.com

About Axonom (www.axonom.com)

Axonom is a Microsoft strategic ISV for delivering high tech/light manufacturing solutions on Microsoft Dynamics CRM. Axonom, a Microsoft Gold Certified Partner, delivers enterprise-level CRM and PRM software solutions for high-tech/light-manufacturing companies that manufacture and distribute make-to-order products through multiple distribution channels. By delivering more transactions more efficiently through channels at a lower cost, our solutions help customers realize greater profit potential.

About ConnectAndSell

ConnectAndSell offers an order-of-magnitude improvement in sales productivity. ConnectAndSell delivers more live conversations in one-to- two hours than most sales representatives achieve in an entire week. This is the first *sales force automation solution* that directly benefits sales staff, and helps executives optimize the sales and marketing functions.

ConnectAndSell delivers an average of 8-10 live conversations per hour between your sales staff and your prospects. We guarantee 5 live conversations, or you don't pay. Just conversations with people you are trying to reach—no dialing, no voice-mail, no phone directories, no IVRs and no gate-keepers. We achieve this through a combination of patented switching technology, integrated Web applications and virtual sales agents, so your prospect believes that your sales staff made the call directly. There is no delay or pause, and we never speak to your prospects.