

Case Study



Spoke powers some of the world's largest and most connected sales organizations.

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Company Background

Right90 provides an on-demand business intelligence application for profitability management. Founded in 2003, Right90's service helps their corporate clients, such as Quantum Corporation and Centillium Communications, better understand strategy and tactical profit, pull the right levers at the right time to support the best outcome and measure success.

Sales Process

The sales and marketing team at Right90 targets the semiconductor and electronic components manufacturers. They typically target sales operations managers for the initial point of contact within an account. Typical deals for Right90 include a six-figure set up and on-going subscription fee, so they often will also target more senior executives in sales, marketing or operations who have final purchasing authority.

Business Challenge

As an early-stage company, Right90 needed to quickly develop their lead generation and sales pipeline. Vice President of Sales, Amy Guarino, had ear-marked budget for a business information system so she and her team could

find target accounts. But without an existing customer base or brand name to draw upon, she knew they needed more than just the phone number and address of corporate headquarters.

Guarino needed a system that allowed her team to easily identify sales operations people, who can often be difficult to find in larger organizations. She also wanted to be able to leverage the people she and others at her company knew in order to get introductions into their targeted accounts.

Selecting Spoke

Guarino had used Spoke previously and believed it would give Right90 both the corporate-level information they needed to identify good target accounts, as well as visibility into the people they needed to reach within those accounts. Spoke was the only system that let her sales and marketing team search specifically for the sales operations titles they target. And having spent as much as \$11,000 per year for Hoover's at past companies, she also saw Spoke as a more economical solution to their sales prospecting needs.

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Vice President of Sales

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companies and positions we were looking for," said Guarino. "Plus, Spoke's reasonable price point made it a 'no brainer' for us."

Business Impact

Guarino and her team used Spoke to build out their initial target account list of 50 companies, based on company attributes such as industry, revenue size and geographic location. They then used Spoke to search for the key people they needed to reach within those companies. The sales prospects that were identified in Spoke were then also imported into salesforce.com – allowing the sales team to execute outbound e-mails using Spoke's e-mail pattern, and track ongoing interactions with prospects.

The biggest benefit of Spoke for Right90 has been the ability to immediately identify sales operations people – their target buyers – within an account. Before Spoke, finding a sales operations person required cold calling the switchboard or a sales executive,

or using online search engines. "We have definitely found people in Spoke that we wouldn't have found otherwise," said Guarino.

In addition to direct lead generation activities, the Right90 team also uses Spoke to research the executives and key decision-makers at an account to determine who among Right90's employees and board members has the best angle into an account. In about a dozen accounts, Spoke identified for Guarino people that could help her get an introduction, as well as information such as past jobs or educational background that help her make connections to her prospects.

"Spoke lets us prioritize our sales efforts on the accounts that have the best chance of closing," said Guarino. "Using Spoke we can learn about their business, identify the decision-makers we need to reach, and determine what relationships we can leverage into the account – all of which helps us focus on those prospects with the best affinity to our solution."

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