

20% Increase in Average Order Value

How Cision Uses Jiminny to See Results



Overview / What is Cision

Cision, a global leader in public relations and earned media software and services, partnered with Jiminny to enhance sales team visibility and effectiveness. This collaboration improved call quality, higher win rates, and overall sales performance.



The Problem

Mike and Luke at Cision struggled with a lack of visibility into their sales team's conversations and needed to identify strengths and weaknesses to improve efficiency and effectiveness. They required assistance in strategizing coaching sessions but faced challenges due to limited bandwidth to review all calls.

Requirements

Visibility

Identify individual and team strengths and weaknesses to enhance sales team performance.

Coaching Strategy

Develop effective coaching solutions, without taking too much bandwidth.

Efficiency at Scale

Inability to listen to every call entirely; difficult to identify key coaching moments efficiently.

The Solution

Through the use of Jiminny, Cision has seen call quality improve, enabling their reps to pitch higher-end products more often. According to Mike, this is a result of their reps' *improved discovery skills*, digging deeper to understand the true needs of every prospect, enabling them to become trusted advisors to their clients.

This has led to a higher win percentage in addition to the boost in average order value.

Outcomes

Consistent Tracking

Unparalleled progress with accurate measurement of sales rep performance.

Efficient Coaching

Allows for enhanced ability easily in identifying key moments for improvement.

Deeper Understanding

Gained insight into customers' true needs, boosting sales performance.

Greater Visibility

Gained clear insights into deals and team performance, supporting better outcomes.

Enhanced Sales Performance:

Jiminny's implementation resulted in a 20% increase in average order value, with continuous growth potential.

Higher Win Rates

Drove overall improvements in sales performance.



"It is a fantastic tool to upskill people and make you a better team."

Mike Day, Sales Manager