

## CASE STUDY

# How StreetLight Data Improved Pipeline Predictability with Akoonu

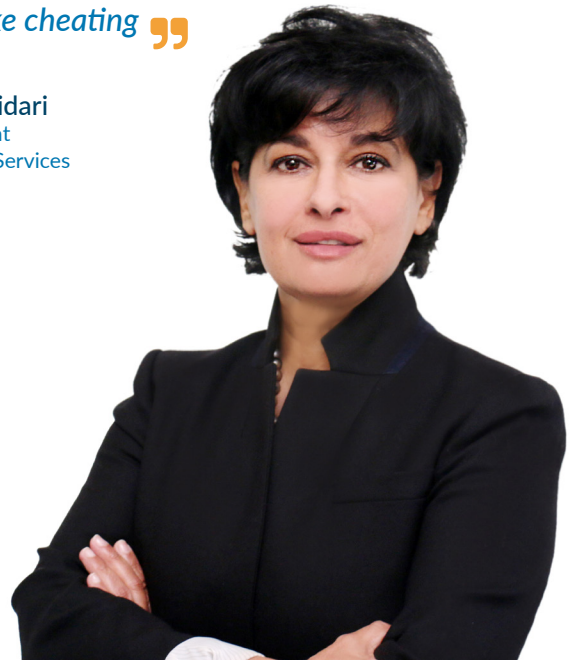
Learn how StreetLight Data scaled Account-Based Selling with 20% faster rep on-boarding, trackable rep accountability and improved pipeline predictability.

# Opportunity

StreetLight Data offers on-demand access to real-world transportation analytics into engineering firms and public sector accounts. As deal sizes and momentum scaled, the board recognized it was time to recruit a buyer-centric sales leader that could build a world-class enterprise sales organization.

“*Understanding your buyers with Akoonu is so easy it feels like cheating*”

**Shirin Oshidari**  
Vice President  
of Sales and Services



# Challenges

StreetLight Data identified two core challenges for scaling: a lack of sales process and a sales team more focused on their product than the needs of their buyers. Akoonu was implemented to address these issues through a buyer-centric, data-driven approach to Account-Based Selling:

## Lack of Process

- Ad hoc sales process
- Deals growing in size, length and complexity
- Underlying systems and data insufficient to support ABS
- Minimal revenue predictability

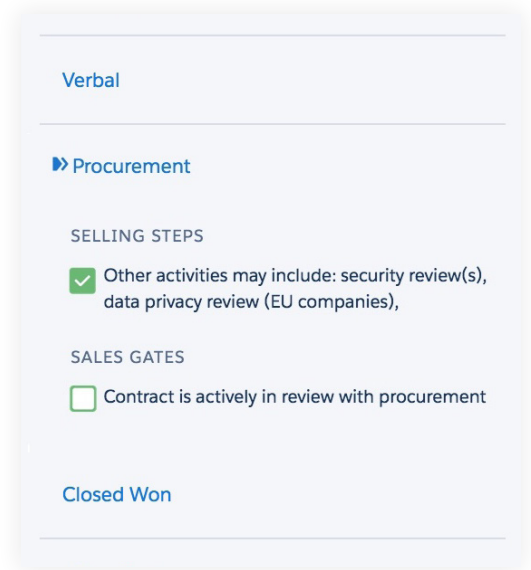
## Lack of Buyer Focus

- Sales selling to all buyers in the same way with a one-size fits all sales pitch
- Overly focused on product features for technical buyers
- Messaging geared to engineers, not the full buying committee

# Solution: Make Reps More Efficient

## Sales Process Implementation

- Educating the team on how enterprise selling is different than the previously successful ad-hoc model
- Defining the stages, recommended activities and requirements in their enterprise sales process
- Minimizing the number of tools reps interact with to keep them focused on selling activities
- Ensuring compliance to the sales process by integrating it directly into opportunities using Akoonu in Salesforce



## Native in Salesforce®



“I don't want reps distracted, I want them in Salesforce”

Shirin Oshidari  
VP Sales and Services

## Technology Needs

### Contacts, Leads and Accounts hygiene

Akoonu makes hygiene automatic and easy.

### Opportunity management

Akoonu makes all relevant details accessible. It adds value for the rep through integrated buyer signals and—using data from winning deals—it help reps know if the right buyers are engaged and alerts them to risks in deals.

# Solution: Promote Buyer Focus

## Develop Buyer Focus

The StreetLight Data Sales Team has achieved a buyer-centric approach by organizing Accounts into market segments, defining buyer personas and journey maps, as well as inventorying supporting content for relevance to their buyer-focused strategy and Sales Plays.

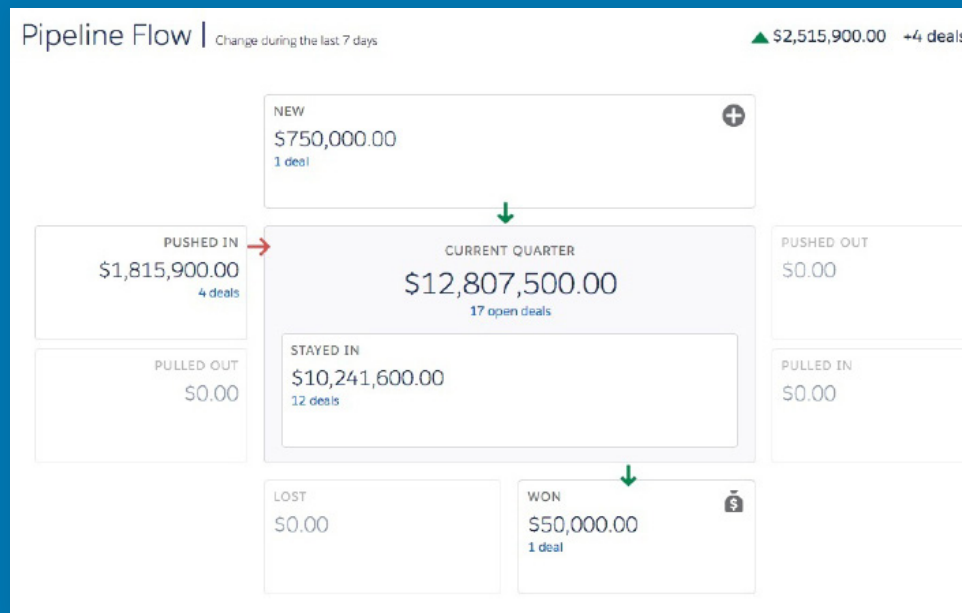
## Buyer-Centric Training

Visibility into which buyers matter by deal type and how buyer stages align with the sales process reduces the rep on-boarding time by 20%.

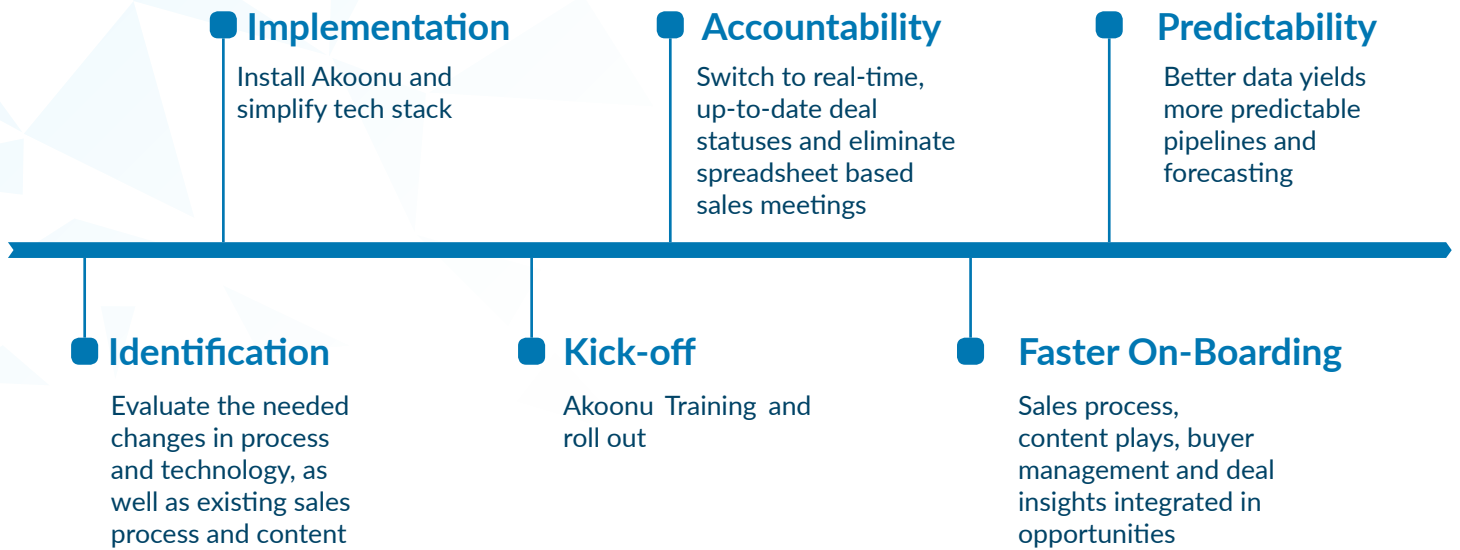
Reps use Win Maps to quickly understand how buyer engagement in their deals compares to similar deals that have been closed in the past, giving them a map to closed-won.

# Tracking and Accountability

- No more spreadsheets
- No more outdated data
- Real-time Deal Reviews with up-to-date information
- Pipeline Reviews with in-line editing
- Fact-based forecasting
- Meaningful coaching in reviews



# Adoption Timeline



## Results Achieved

### Better Predictability

Reps come to reviews with up-to-date data

Better data improves forecast accuracy

### Faster On-boarding

New reps on-board 20% faster

Both trainers and trainees save time

### Improved Buyer Focus

Instant access to buyer signals, buying needs and corresponding sales plays help reps more quickly respond to buyers in the manner that resonates best