

CASE STUDY: OPTIMIZED PROCESS AND CUSTOMER QUALIFICATION

Retorio strengthens its sales process with bao and sets the right focus for qualification.

About Retorio

Retorio takes recruiting and workforce development to the next level. Founded in 2018, the company manages to make HR processes fairer, more individualized, and more effective with breakthrough AI in behavioral intelligence. By analyzing facial expressions, gestures and speech, the AI creates individual personality profiles and thus creates a better data basis for decisions.

Challenge

The more precisely one's own sales team understands the situation of its deals, the better the closing will work. Especially complex sales processes in enterprise sales therefore require an effective qualification process. With its focus on enterprise customers, Retorio faced the challenge of making deals more transparent and closing them quickly. To achieve this, Retorio decided to use MEDDIC as qualification method. But how do you establish MEDDIC efficiently along the sales funnel? And how do you ensure that the right »MEDDIC questions« are asked?

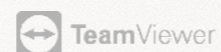
Dr. Patrick Oehler, Co-founder / Managing Director at Retorio



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bao enables us to align our sales process with the MEDDIC method. With the help of the documentation and analysis possibilities, we can create forecasts and achieve the focus we need as a fast growing company through a perfected qualification.

First-class sales teams choose bao.



bao's value

With the help of bao, Retorio breaks through entrenched patterns. Deals are now systematically qualified in the sense of MEDDIC. Depending on the situation, the right questions are asked at the top/mid- and bottom-of-funnel, and no points are forgotten. bao quickly provides the data on which topics the team needs to focus on for which deals. As a result, Retorio has reduced sales cycles by 1/3 of the time on average, in one case a deal could even be closed in one month!

SHORTER
SALES CYCLE
- 33 %

Business Impact

- Scalability through structure & uniform sales processes
- Optimized data work with maximum added value from the data
- Evaluation and success measurement of sales meetings