

# CASE STUDY: MORE TRANSPARENCY IN THE SALES PROCESS

Getting the most out of the sales process with data-based decisions.

## About TeamViewer

Since its founding in 2005, TeamViewer has focused on cloud-based technologies that enable online collaboration and remote support for users worldwide. The company is based in Göppingen, Germany, and employs more than 1,000 people. By now more than 200 million people use TeamViewer's technology for joint projects.

## Challenge

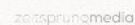
TeamViewer offers a versatile product range around the topic of remote connectivity. Therefore, it is important to find a suitable way of communicating additional services to customers. In order to further increase the growth achieved so far, it is necessary to bring more transparency into the sales conversations in order to realize cross-selling potentials.

**Jens Sproll**, Vice President Sales EMEA at TeamViewer



The insights that we get into our sales performance by the use of bao show us things that previously remained completely hidden. After just a few weeks, bao has already paid off for us thanks to these insights. Any sales organisation that wants to prepare for the future and get the most out of your sales process should take a very close look at bao.

First-class sales teams choose bao.



## bao's value

Initially limited to the German-speaking countries, bao now also supports TeamViewer sales at EMEA level. bao Insights serve as an additional data basis for making decisions and evaluating existing strategies. This makes it possible to establish an improved structure in the sales process and gain deeper access to customer needs. Tangible insights, based on the documentation and analysis capabilities, allow sales staff to eliminate guesswork and assumptions, thus providing more transparency within the team. In this way, bao acts as an internal learning system that takes TeamViewer's sales process to a new level and maximizes the company's output.

WIN RATE  
+43 %

## Business Impact

- Transparent and high-performance tracking capabilities
- Optimized data work with maximum added value from the data
- Evaluation and performance measurement of sales calls