



Cotoco inspires 40% sales growth in 3 months for DocumentGENie

Key results

- Sales increased by 40% in 3 months
- Customers convinced of proposition faster
- Proficiency of entire salesforce boosted
- Reseller recruitment made easier
- Channel confidence and competence raised
- 100% adoption of Mentor24x7 by active partners

Cotoco's Mentor24x7 Frameworks deliver increased win rates and shortened sales cycles, underpinned by the world's largest research programme into top performing behaviours.

Background

ProposalGENie is an automatic proposal writing system that enables everyone in an organisation to produce great proposals, in minutes, tailored precisely to their customers' needs. This frees sales people to do what they do best – selling – and releases them from the time-consuming and painstaking task of writing proposals.

ProposalGENie was conceived by Colin Potter, chairman, while he was at the helm of his previous company, Uniworld Communications, as an antidote to the difficulties of controlling the professionalism and persuasiveness of their proposals.

When ProposalGENie was introduced, the results exceeded all expectations. Uniworld's turnover grew from £4 million to £24 million in 4 years.

This transformative experience led Colin Potter to set up a new company, DocumentGENie, with ProposalGENie as its flagship product.

Challenge

DocumentGENie wanted to grow sales rapidly. The plan included recruiting resellers so that their salesforce could be scaled up as fast as possible.

The problem was, despite an excellent product, they were held back by a common phenomenon that afflicts most companies in most sectors: 80% of their sales were being brought in by 20% of the salesforce.

So, the challenge was to create a solution that would enable everyone in the salesforce to sell as efficiently as their top performers. In addition, it should attract and help new recruits get up to speed and selling effectively as quickly as possible.



Solution – Mentor24x7 SME

For Colin Potter, the decision to use Cotoco was straightforward:

“No other company I know of has come up with such an elegant solution to growing sales, and delivers results so quickly. Apart from ours, of course!”

Working with Jo Hilsden, MD and Graeme Potter, Sales Director, Cotoco captured how the top performers at DocumentGENie work the sale.

Animations explain clearly and succinctly how simple the system is to use and how it can be tailored precisely to the customer's needs. One of the reasons these animations are so effective is that they clearly identify the potential difficulties faced by the customer and then demonstrate how ProposalGENie delivers a solution that completely sweeps them away.

Supporting material completes the ensemble, ensuring that the salesforce has a complete suite of everything they need to do their job. This includes demonstrations of how the system works, research findings, style templates, and specific assistance for use before, during and after the sales visit.

“It has increased our sales by 40% in the first 3 months.”

Colin Potter, Chairman

Cotoco's impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

Contact us

Raise your game!

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Results

The Mentor24x7 Framework had an immediate and dynamic effect on the sales performance of the company and its partners. Colin Potter illustrated its impact:

“One reseller was unsure about using the framework with customers. I insisted on using it. The customer reaction – ‘Wow – I’ve seen enough, we need this.’ It was the fastest sale my reseller had ever seen. Suffice it to say he is a complete convert to the toolkit now.”

Jo Hilsden, MD, is just as enthusiastic when describing how Mentor24x7 met the second part of their challenge:

“Cotoco's framework has driven up sales competence in our channel. 100% of our active channel partners are using this sales tool now.”