

SUCCESS with

duetto

Duetto is a powerful SaaS platform which analyzes consumer behavior and hotel revenue insights. Duetto provides innovative revenue strategy solutions to the world's leading hotels and casinos,

Skaled's Building and Executing a Winning Sales Strategy

What was their initial perception towards sales?

With two diplomas from Harvard Business School and one from Cornell, the founding three members at Duetto pack a punch in their cumulative resumé.

Duetto's founders are experts in their industries, but when it came to forming a scalable sales process in Duetto's early stages, the team realized they needed help. When Skaled's CEO Jake Dunlap first met with Duetto, it was immediately clear that Duetto offered a unique and powerful value to the marketplace. Their team had originally hoped to rely on the product selling itself, but together, Dunlap and Patrick Bosworth needed to define the context in which to present their platform to potential clients.

Who handled sales at this startup?

In the early days, Bosworth and a few other executive team members were leading the sales charge. They were seeing success, but needed a replicable process that could be taught to future hires in forming the core of Duetto's sales organization and strategy. Additionally, although they had been using Salesforce and other sales technologies, they needed to structure it in a way that drove more insight into their pipeline and performance.

"Skaled provided a broad overview of sales tactics," recalls Patrick. "[They] gave us a strong foundation from which to build. By the time we wrapped up the engagement, we ready to build a sales engine and team."

Skaled's Role

Dunlap and Bosworth designed a process that allowed the prospect to lead the conversation – providing valuable insight on what information would be most valuable in turning prospects into paying customers. Bosworth transformed his approach and perfected the strategy – a quick, 45-second “founder story”, followed by discovery questions that would offer a guide as to what information to provide and how to lead the conversation to a close.

What our teams accomplished

This approach allowed for a shorter, more efficient sales process. They focused on a prospect's needs and tailored their pitch to match those points of interest. Skaled helped to bring structure to what was already a successful process. ***Our team helped to systemize and document Duetto's approach, shorten their sales cycle, and implement best practices in their CRM to track the key business metrics. This gave the leadership team the information that they needed to run the business efficiently and effectively.***

The follow on and direct results

When Skaled's first engagement with Duetto came to an end, the founding team had broadened their expertise and taken control of their sales strategy. They felt fully equipped to continue scaling their sales organization and a supporting team who could mirror the lessons they had learned. They were poised to execute an effective strategy which supported the brand vision and the future goals of the founders

Duetto then brought the team at Skaled back two years later to help build out their outbound strategy in a repeatable and scalable way. Skaled was able to develop a top of funnel strategy for their mid-market accounts that increased new meetings by 450%

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