

SUCCESS with Speak

The Speak logo consists of a white circular icon containing a stylized face with a wide smile, positioned to the left of the word "Speak" in a large, white, sans-serif font.

Speak is a simple conference calling application that allows users to create a custom URL, which can then be shared as an invitation to join a call, eliminating the need for dial-ins and pin numbers. It's free for individuals to call up to five people. \$10/mo gets you Speak Pro so you can record calls, invite unlimited attendees and integrate with Dropbox, Box, Evernote, and Google Drive.

Challenges

What was Speak's initial Challenge?

When Speak first connected with Skaled, they had a large amount of free users and recently launched their premium version. Speak's co-founder John Bracken, and VP of business, Konrad Waliszewski came to Skaled with two questions they needed to solve in order to make the transition to paid users a successful one.

Switching from freemium to Paid

This freemium model worked for Speak; the nature of their product allowed it to spread organically as existing users looped in new users by inviting them to join calls. But to scale Speak, the founders needed to figure out how they could convince existing users to upgrade to a new subscription option, and decide if they should be reaching out to new prospects.

"At Speak we're dedicated to bringing you super simple conference calling with no dial-ins, pins or downloads"

Biggest problems Skaled addressed

With over 20,000 users, Speek's free product was very successful. Since they had just launched their premium offering, Speek needed to understand two key factors:

1. *How do we find new, cold leads for this offering?*
2. *How do we move our free users to power users to premium users?*

Our Solution

We provided Speek with an [outsourced sales representative](#) to generate leads and test the value proposition used in cold outreach. This process revealed that chasing new markets wasn't worth their time. Speek needed to focus on converting existing users to the paid option by crafting the perfect message within a sales strategy that could be replicated as they grew. We built out all of the messaging and outreach cadences to move people into the sales funnel. [We generated over 20 new meetings on a monthly basis.](#)

Once a [replicable sales process](#) was developed, we trained the Speek team in the following steps; identifying quality users, allowing them to test run the premium services, and leading them through the funnel with demonstrations and support. The value proposition was solidified, then wrapped in a sales process and handed back to the Speek team. They were then able to continue guiding customers through the funnel on their own, and eventually handed off the efforts to a full-time sales person.

Direct Results

We helped hire and train Speek's first full-time person to take over once we had a solidified version of the process. Speek's recent round of funding will allow the team to expand their product's capabilities, with plans to add upgraded security controls, collaboration capabilities, and integration with Salesforce and other enterprise products. They'll be able to do all of this with a tried and true sales process that will continue to scale as their business grows.

Speek Raised \$5.1M
in March 2014

2013 WSJ
"Startup of the Year"