

## Skyward, Inc.:

Driving Sales Effectiveness With Veelo

### Highlights

- **Improved seller confidence by 30%**, which increased sales competency across verticals, personas and products
- Intelligent content and support recommendations relevant to the sales challenge **shortened sales cycle by 12%**
- Just-in-time access to right content at the right time **increased win rate by 9%**

“Veelo boosted the competency of our sales reps fast—and we experienced the benefits immediately. We now provide unprecedented access to knowledge, which allows our sales team to have more intelligent sales conversations.” —Ray Ackerlund, Vice President, Sales & Marketing, Skyward, Inc.

### The Challenge

Skyward is a leading provider of administrative software solutions for K-12 schools. Their challenge: sales content scattered across multiple locations had their sales team wasting hours searching for what they needed. Even worse, when sellers finally found the content they were looking for, they weren't sure if it was up-to-date, or even the best or most helpful for their particular needs.

Skyward also lacked scalable sales training and onboarding processes, which resulted in even more wasted time as sellers struggled to get up to speed.

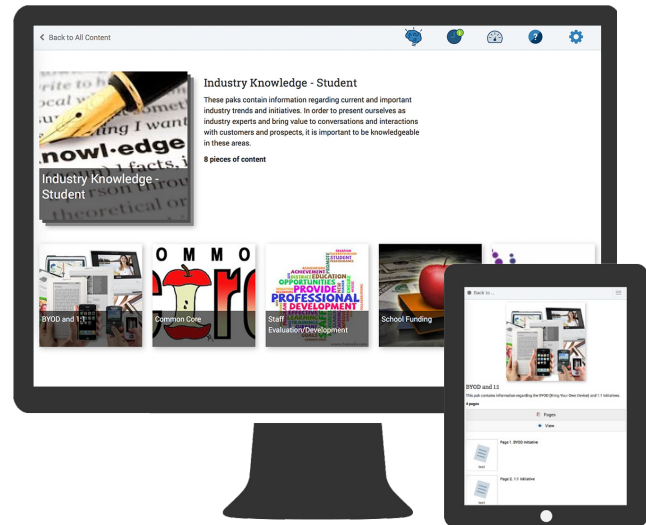
“You might be investing time, money, and resources into recruiting top sales talent, but if you don't have an effective sales enablement program in place, you're throwing away your investment,” said Ray Ackerlund, Vice President of Sales and Marketing.

### The Solution

Veelo Guided Selling™ provided a centralized content repository, uniting the scattered content in Skyward's CRM and making the content available to sellers directly in their daily workflow. The Relevance Engine™ provided predictive content and support recommendations based on sales stage, prospect data, and other transaction information.

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Skyward also implemented Knowledge-Boost™ to shorten new seller ramp-up, augment onboarding, and improve its training program and continuing sales-force development. Trainers could assign content and track progress to identify knowledge gaps, while sales reps had access to short bursts of support on-demand, from any device.



## The Results

Skyward saw an almost instantaneous impact on sales. Their sales cycle shortened by 12% and win rates increased 9%, thanks to the improved content access and predictive content recommendations. Veelo also greatly improved seller confidence by providing them just-in-time support right in their daily workflow, allowing them to review key information before engaging prospects. The increased confidence allowed the sellers to move their selling conversations to the next level.

“The sales reps are no longer guessing. They now know they have the content that’s going to make the biggest impact, right at their fingertips,” said Mr. Ackerlund.

Usage tracking and analytics has given Skyward the ongoing ability to measure progress, allowing management to conduct assessments that give them insights into what works. These insights then allow them to make intelligent investments and improvements, as well as address coaching gaps.

## About Skyward, Inc.

Skyward offers the most comprehensive, innovative, easy-to-implement and cost effective K-12 administrative software available anywhere. Today, Skyward can be found in more than 1,700 districts around the globe. Skyward software facilitates the running of districts that range from 22 students to tens of thousands. Skyward is proud to provide high-tech jobs for over 400 employees in 10 offices across the United States.