

Electro Scientific Industries, Inc. (ESI):

Sales Enablement—Right content, Right Place, Right Time

Highlights

- Improved sales productivity and effectiveness through a centralized, easy-to-use marketing content and training source designed for the salesperson.
- Returned more than 10% of product management hours by nearly eliminating seller information requests, achieving a 4:1 return on investment within the first year.
- Streamlined product launch process and improved sales competency across the organization with an 84% adoption rate.

“Veelo empowers our sales force to have more successful sales conversations and close sales faster by delivering the exact information they need, right when they need it.” —James Latham, CMO, ESI

The Challenge

ESI’s goal was simple: increase global growth through an automated, streamlined sales enablement and marketing approach. ESI wanted its direct sales team and channel to have access to the right information—in the right language, and at the right time—to accelerate the sales process.

Prior to Veelo, sales support at ESI was inconsistent. No standards existed for content support or milestone communication. Product launches were ad hoc and conducted by in-person visits to Asia. The half day classroom presentations came with significant travel and opportunity cost.

In addition, sellers needed to consult five different content repositories and an estimated 20 different people to get support. Over 22% of product management time was spent responding to repetitive product information requests, oftentimes handled over email.



The distribution of sensitive intellectual property presented another wrinkle. Selling teams across different global regions needed timely information in the fast time-to-market of the semiconductor industry, but ESI struggled with providing the information while ensuring proprietary information wasn’t accidentally shared.

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The Solution

ESI implemented a branded KnowledgeBoost solution for their direct and channel sales teams. Sales enablement support included a standard content plan for each solution type, organized into customer-facing and internal content.

KnowledgeBoost allowed ESI to disseminate customer content to the channel teams—such as sales sheets, configuration guides, and application videos—while still maintaining tight distribution control over sensitive internal content such as pricing. Veelo's unique ability to share different groups of content with different groups of people also enabled ESI's product marketing team to work on materials without releasing them to sales teams until they were ready.

"Being able to provide content to our global channel teams with a couple clicks, as well as retract or update content in seconds, has accelerated our ability to have a common knowledge base, and it's allowed us to more effectively set baseline proficiency expectations in our sales team," said Chris Buhlmann, Senior Director of Corporate Marketing at ESI.

The Results

Within the first month of the global launch, 67% of the direct sales team was using Veelo. Usage exceeded 84% by month three. Veelo significantly improved ESI team communication and timeliness of support to sales reps in the field. A trusted central repository improved rep confidence and boosted productivity across all regions.

ESI also saw significant improvements in product marketing productivity: after implementing Veelo, product marketers recovered over 10% of their time simply from the drop-off in repetitive product information requests.

In addition, Veelo rating and feedback reports have helped ESI sales and marketing to align training and sales enablement on priorities based on real field data.

"Veelo is the solution I wanted but could not find for years both as a global VP of Sales and a global Business Unit VP and General Manager," said Mr. Buhlmann.

About ESI

ESI is a leading supplier of innovative laser-based manufacturing solutions for the microtechnology industry. Their systems enable precise engineering and testing of micron to submicron features in semiconductors, LEDs, multi-layer ceramic capacitors (MLCCs), printed circuit boards (PCBs), flex circuits and other high-value components.

ESI partners with customers to make breakthrough technologies possible in the semiconductor, microelectronics and other emerging high-tech industries. Founded in 1944, ESI delivers world-class systems expertise, with global operations from the Pacific Northwest to the Pacific Rim.

