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**PARTNER
CASE STUDY**

Driving Results for the Ottawa Redblacks

# Overview – 2022 Challenges

**Pre-pandemic situation**

2019

- Large sales team

- Tenured sales team (~4 years on average)

- Following the 2019 season, March 2020 saw instant chaos regarding COVID

- Struggles with on-field performance

- Large pipeline with difficulty determining where to focus sales efforts

**COVID impacts '21, '22**

Every excuse to underperform

- Sales team reduced by 50%+

- Untenured sales team (~1 year on average)

- 2020 season cancelled; 2021 season started with limited capacity; full capacity Oct '21

- Continued struggles with on-field performance

- Fewer sales people to manage a pipeline that remained large

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# The path to success

- In early 2021, the Redblacks launched the PILYTIX Pipeline Accelerator.

- The Pipeline Accelerator leverages a powerful A.I. engine and the Redblacks' data to help their sales team focus on opportunities more likely to win.

- The objective is to maximize the effectiveness of every rep by:

  - Moving deals through the pipeline more efficiently

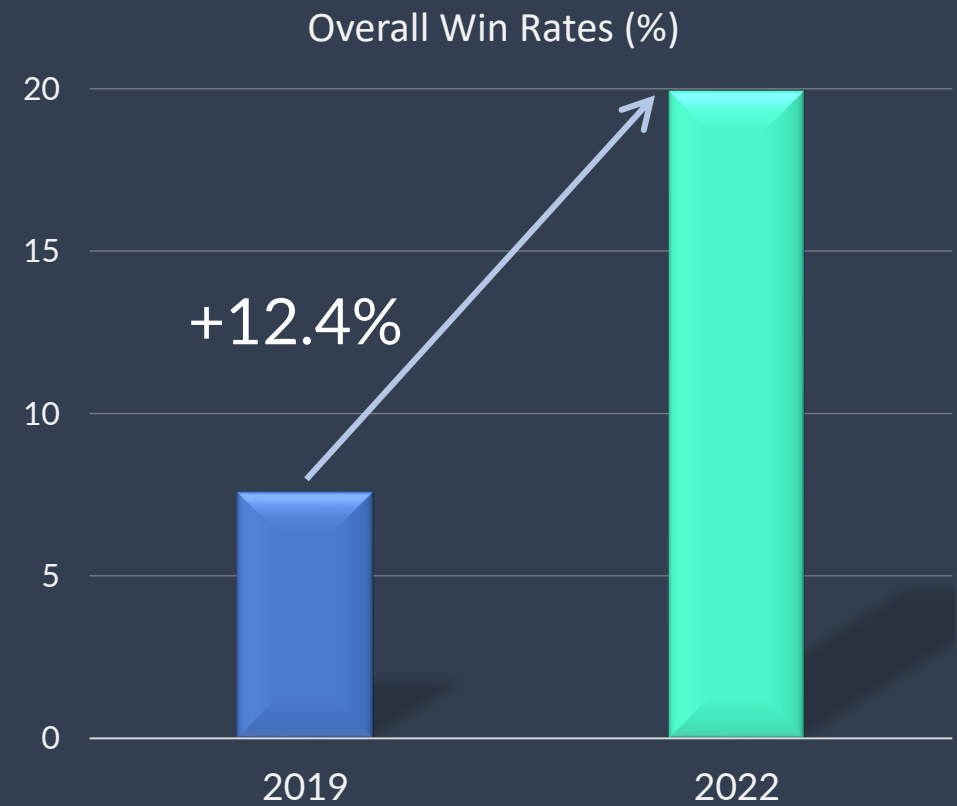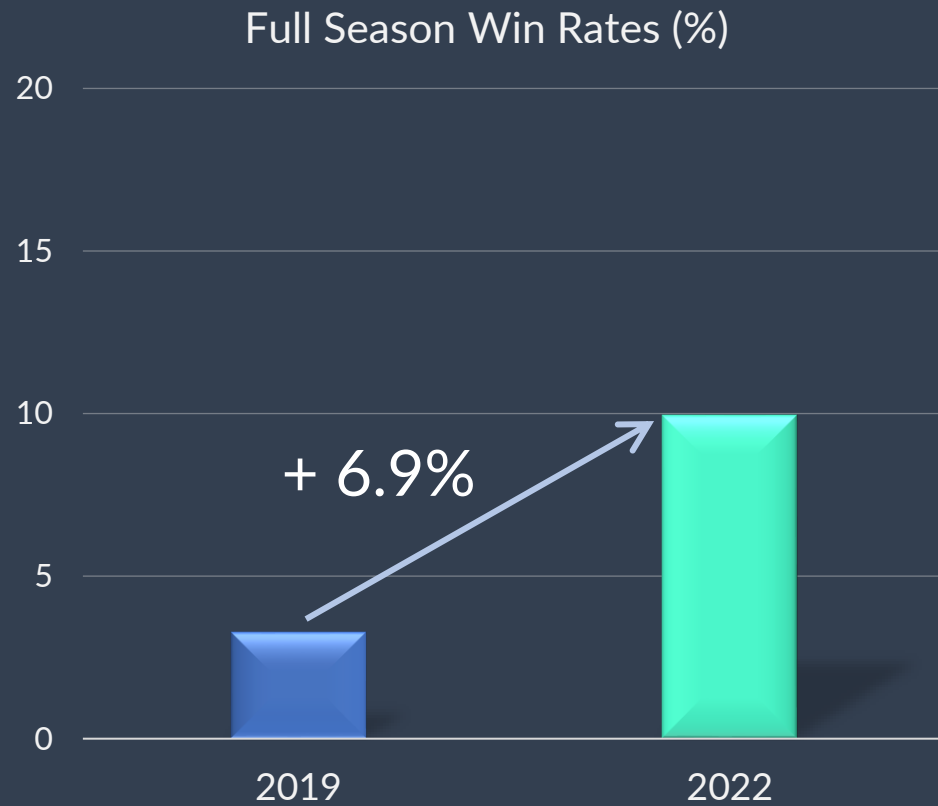  - Increasing their team's win rates.

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*" Despite all the challenges we faced, the sales team sold more season tickets than in the past 5 years because of PILYTIX; PILYTIX shows our sales team where to focus their attention."*

**Brock Gibson**
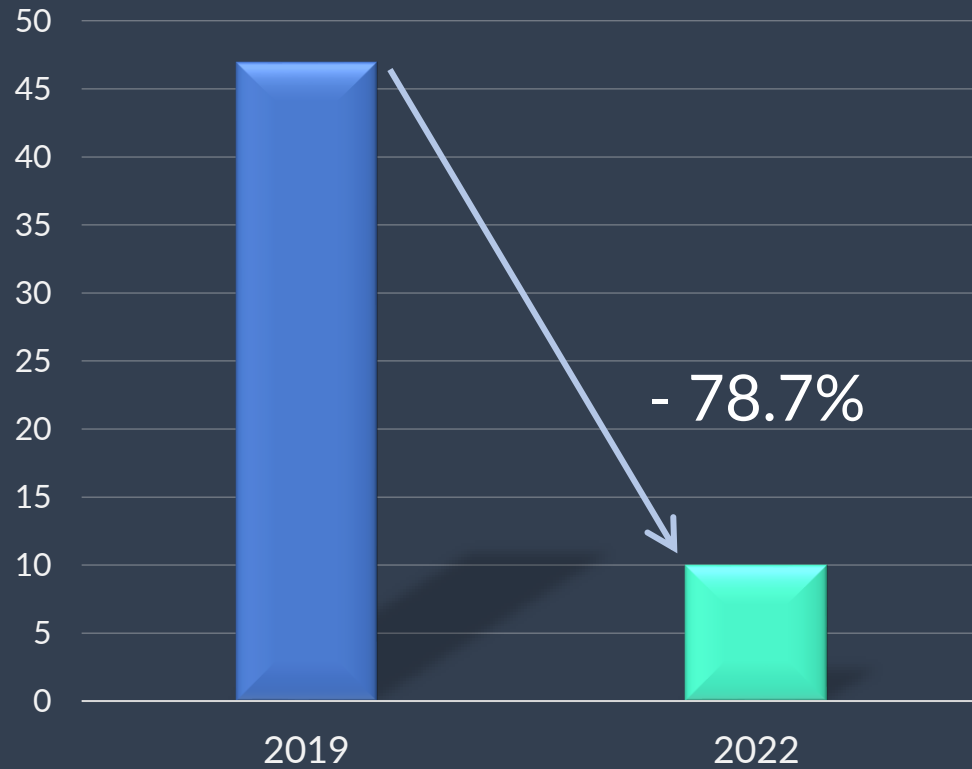**Director – Ticket Sales and Service**
**Redblacks, September 2022**

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# Conclusion

The RedBlacks had a smaller, less tenured sales team with COVID restrictions still in place as they began selling for the 2022 season. On-field struggles that predated COVID continued through the season. Despite these circumstances, rep use of the Pipeline Accelerator positioned the team to focus on deals that were more likely to win, resulting in:

**+6.9%**
FULL SEASON SALES

**-37** DAYS
FULL SEASON WINS

Increased
Win Rates

**+12.4%**
ALL SALES

Decreased
Cycle Times

**-11** DAYS
ALL WINS

There are not better metrics to measure the efficiency of a sales organization than win rates and cycle times. Sales leaders who focus on these metrics position their organizations for higher revenue, lower employee turnover, and lower organizational sales costs.

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