



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 in '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 salespeople to manage a pipeline that remained large

# 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.



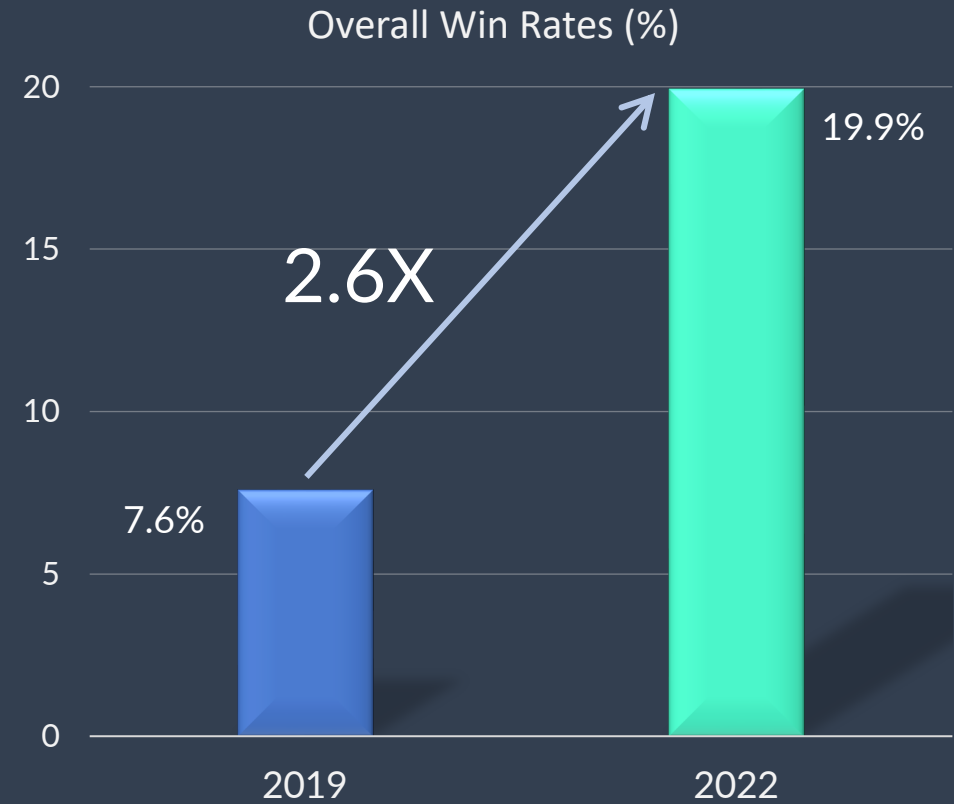
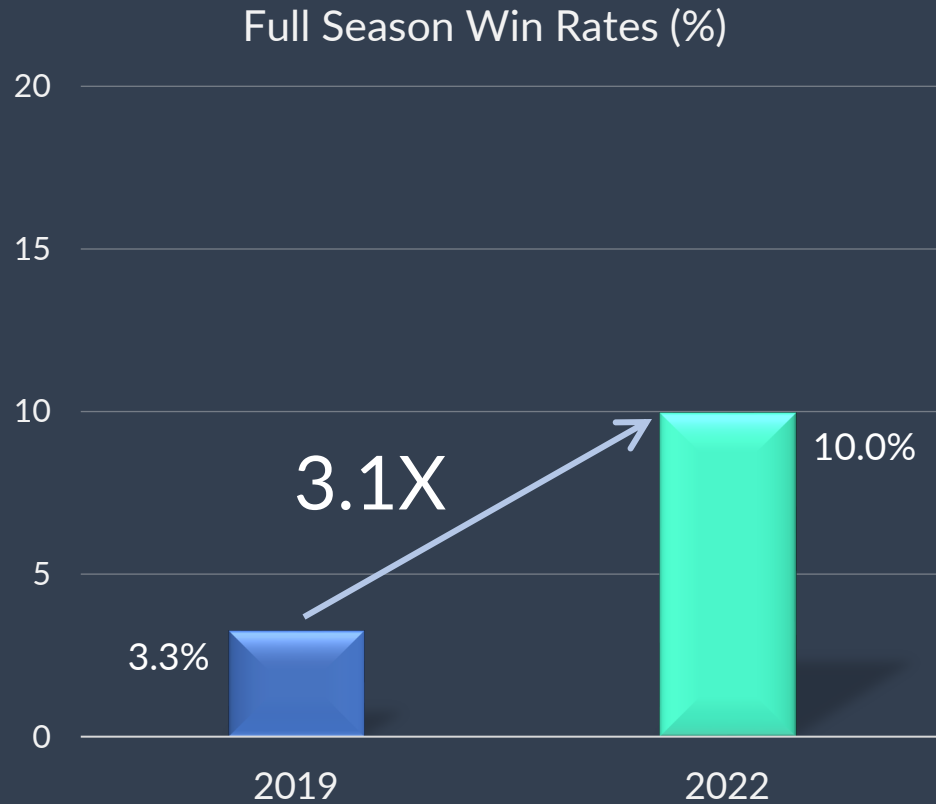
*“Despite all the challenges we faced, the sales team **sold more** season tickets than in the past 5 years because of PILYTIX; PILYTIX shows our sales team where to **focus their attention**.”*



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

## RESULTS

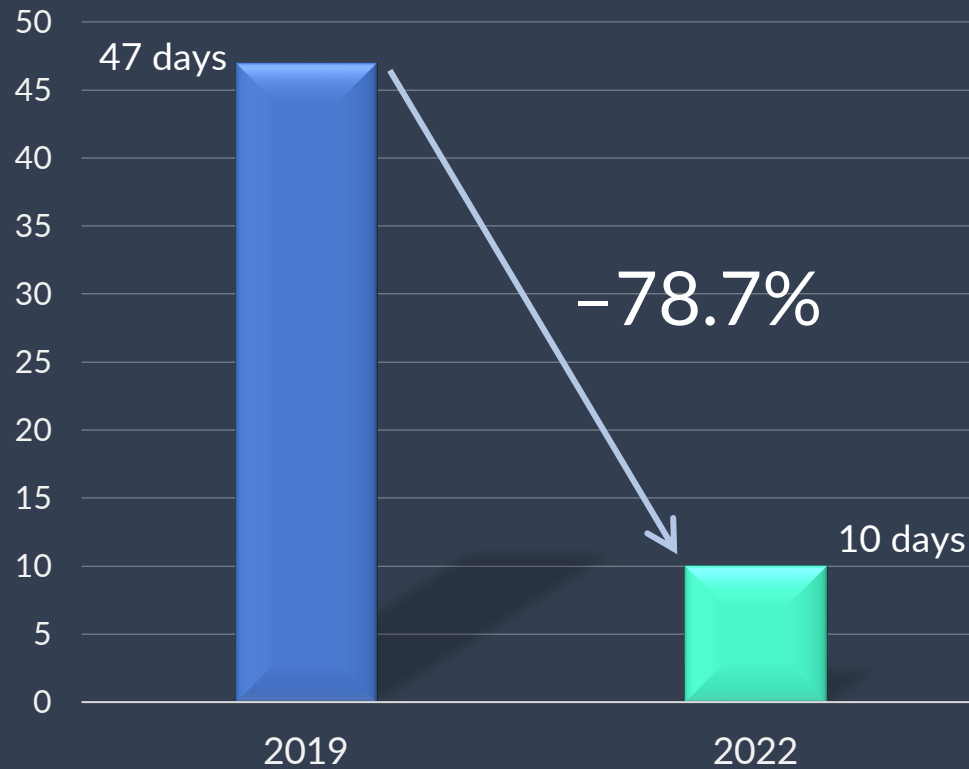
# Key metrics – win rates



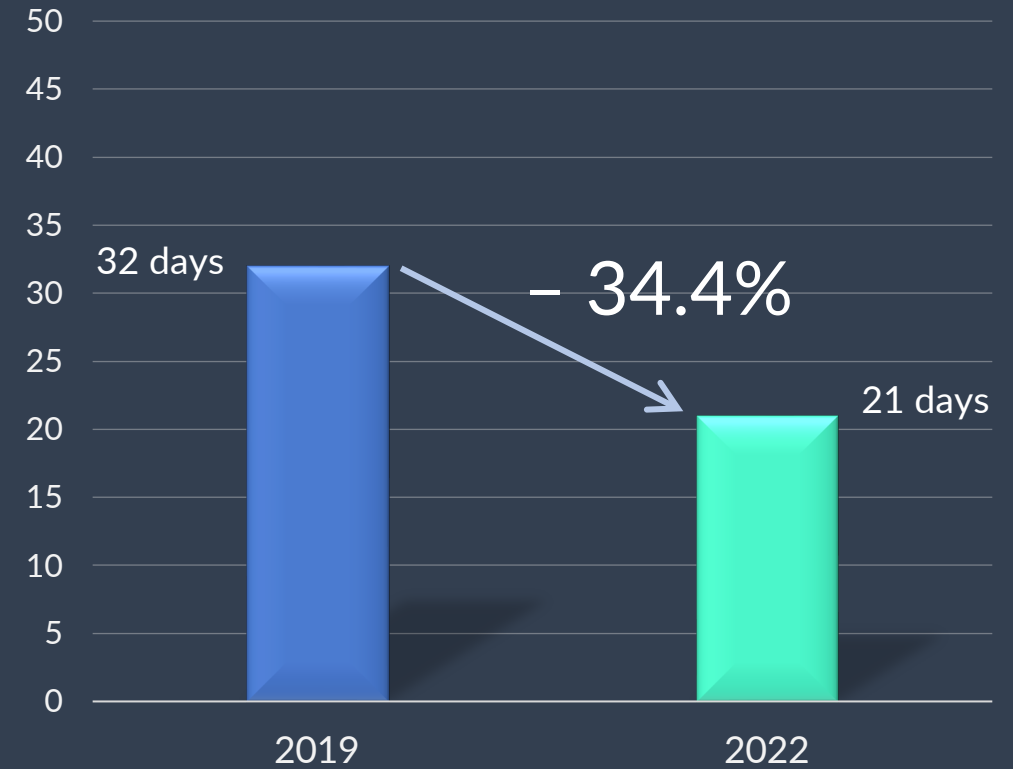
## RESULTS

# Key metrics – win cycle times

Full Season Win Cycle Times



Overall Win Cycle Times



*“Before PILYTIX, I was working with large book of business and lead list – qualifying them in my own way. Now I use PILYTIX. It keeps me honest and allows me to easily segment qualified accounts and reach as many high-quality accounts as I can in a day. I easily learned the tool and found great success from the beginning.”*



Cameron Brown  
Account Manager, Ticket Sales and Service  
Redblacks, November 2022



# Conclusion

The RedBlacks had a smaller, less tenured sales staff and COVID restrictions still in place as they began selling for the 2022 season. On-field struggles that pre-dated 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:



Increased  
Win Rates

**3.1X**  
FULL SEASON SALES

**2.6X**  
ALL SALES



Decreased  
Cycle Times

**-37** DAYS  
FULL SEASON WINS

**-11** DAYS  
ALL WINS

There are no 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.