



Top 25 Sales Technology Solution Providers - 2017

Harnessing the best of modern innovation demography, sales industry is at the forefront of exploring all the major technological trends of the corporate universe. Incorporating big data and consumer analytics, the sales department of organizations has achieved a stronger edge in increasing customer acquisition and revenue per customer, reducing customer churn. With the help of sales force automation technology sales managers can keep their teams to be on pace with the latest sales data and new product information to optimize and assist the sales process. Moreover, with the increasing online activity of consumers, the social media platforms also serve as a vital source for user generated data and can be used for boosting up the sales. As the relationship of sales with technological innovation exhibits a mutual disruptive picture, sales technology as an industry is expected to become one of the top-most sectors in the future. Following this track, a multitude of vendors have ventured into the modern corporates providing sales technology solutions to help businesses streamline their sales operations and achieve desired outcomes.

In order to bring the prowess of these vendors in attention of the CIOs worldwide and connect them with potential clients, the current edition CIO Applications presents “Top 25 Sales Technology Providers – 2017”. After a profound evaluation performed by a distinguished panel of CEOs, CIOs, VCs, and the CIO Applications editorial board, the names of top 25 sales technology solution providers have been featured in the listing. The evaluation was performed on the basis of sales technology vendor’s capability to provide the best technology to fulfill sales management needs of their clients.

Company:
CommercialTribe

Key Person:
Paul Ironside
CEO and Founder

Description:
Provides enterprise software platform for coaching salespeople and their managers

Website:
commercialtribe.com

CommercialTribe: Reshaping the Sales Development

After keenly observing multiple sales situations and individual sales representative’s behavior, a senior sales leader of a reputed firm discovered that 30 percent of the sales professionals in his organization were not efficient enough. The ineffectiveness of the salespeople was leading to the inability to attain monthly targets which not only incurred losses to the organization but was also making the customers unhappy. Taking a holistic view of the sales scenario, the senior sales leader inferred that to improve the effectiveness of sales operations, not only sales representatives but sales managers as well need practical sales experience. Identifying the predicaments in the sales market, the senior sales leader, Paul Ironside, went ahead to establish his own firm, CommercialTribe in 2013. Now the CEO of CommercialTribe, Paul Ironside built the company on the underpinnings of behavioral-based observational learning for improving sales cycles.

play platform articulates value by enabling sales representatives to record their own videos, self-assess, and improve their pitches. The video-based collaborative environment can significantly accelerate sales productivity, shorten sales cycles, increase both win rates and deal size, and help sales representatives to fulfill their sales target.

Easy, Effective, and Everywhere are the core pillars of CommercialTribe’s technology architecture. The platform is “easy-to-use” and facilitates salespeople and managers to understand the procedures of sales operations on their mobile devices. With its “effective” approach, the video-based platform engages sellers, improves sales target, and shortens the ramp for new hires. The recorded videos can be accessed from “everywhere” via the mobile devices such as phone or tablet.

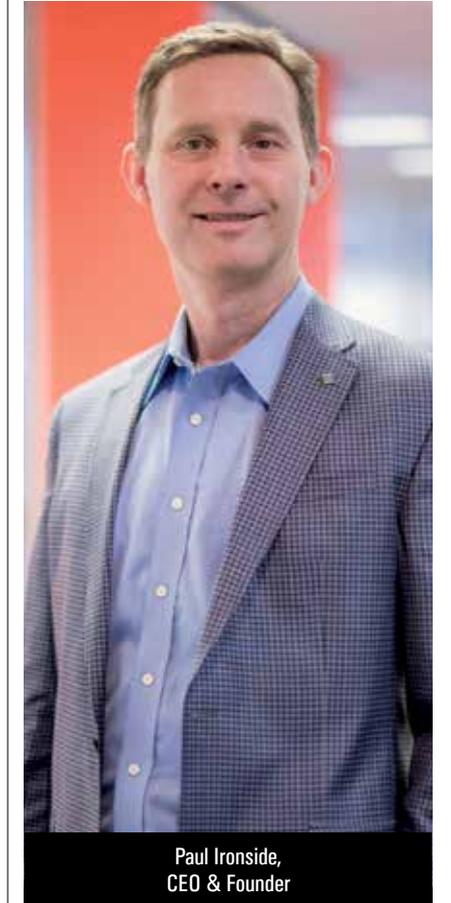
Before establishing the company, Ironside has headed numerous successful sales operations during the 18 years

Easy, Effective, and Everywhere are the core pillars of CommercialTribe’s technology architecture

Today, CommercialTribe offers sales enablement solutions to boost the performance of sales teams of a number of clients. It provides a SaaS-based social learning platform for sales managers and sales representatives. “At first, we observe sellers in various selling scenarios, then identify sales skills gaps, and finally provide sales managers with step-by-step coaching paths,” says Ironside. The platform allows users to record training videos as sellers practice, role-play, or make a live call, provide sales assessments, and activate sales coaching. The video role

he had spent at Gartner and Corporate Executive Board. His wealth of experience in the sales industry has pushed CommercialTribe forward in working with some of the world’s leading companies such as Hubspot, LinkedIn, Grainger, and ADP amongst other multinationals. With the help of its video-based practice platform, the firm has helped companies to reduce client on-boarding time and time-to-market, and improve sales manager’s coaching effectiveness.

Ironside enunciates, “Working as a senior sales leader in an organization



Paul Ironside,
CEO & Founder

and running a sales organization are two different jobs.” He understands the pain points of his customers and therefore, works toward developing and coaching sales professionals. His years of experience have been instrumental in taking CommercialTribe to greater heights and have helped in creating new ideas to enhance the speed and effectiveness of learning, delivery, coaching, and improving the overall productivity of the sales organizations. Currently catering to clients in 52 countries, CommercialTribe is gearing up for a global footprint with its bidirectional video-based application. **CA**