

Case Study

payaca

Payaca is a SaaS start-up based in Bristol. They are on a mission to make it simple for service business owners to convert more leads, automate workflows and grow their businesses.

After a set-up phase, two Ethical Sales sales consultants worked on an initial four-month pilot outbound prospecting campaign in order to book product demos for their internal sales executives.

Payaca were not able to grow their internal sales team as fast as they anticipated, and asked for a further three months of support which included being part of the trade show team, lead follow ups and sales team skills development sessions.

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**How to make running a service
business simple**

Quoting, invoicing and job management software built for your trade business

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Results:

- The Sales Consultants averaged 1-2 demo bookings per day of outbound sales activity.
- The conversion rate from data capture to demo booking post-trade show was 30%.
- The Head of Operations and Sales Executive improved their outbound sales skills, knowledge, and mindset.

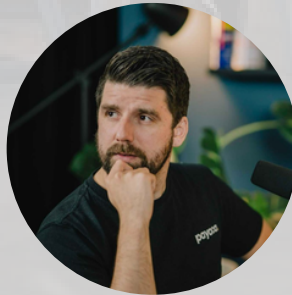
Learnings:

- Greater clarity on Payaca's ideal customers and how to target them effectively.
- Data collection and validation are key to the success of achieving demo targets.
- Some market sectors are not appropriate, yet, for Payaca's services but will be in the future as the software continues to develop.
- With the right sales skills, outbound sales activities can yield around a 10% conversion rate and trade shows around a 30% conversion rate to warm lead/demo booking.



We originally reached out to Corinne and Ethical Sales to help us test outbound sales in our industry, and run some experiments on the viability of taking our product to different markets. We were very impressed with the depth they went for setting up the project.

This taught us a lot about how we talk about the problems our product solves, and helped us build sales materials we use for our internal sales process. We would definitely work with Ethical Sales again.”



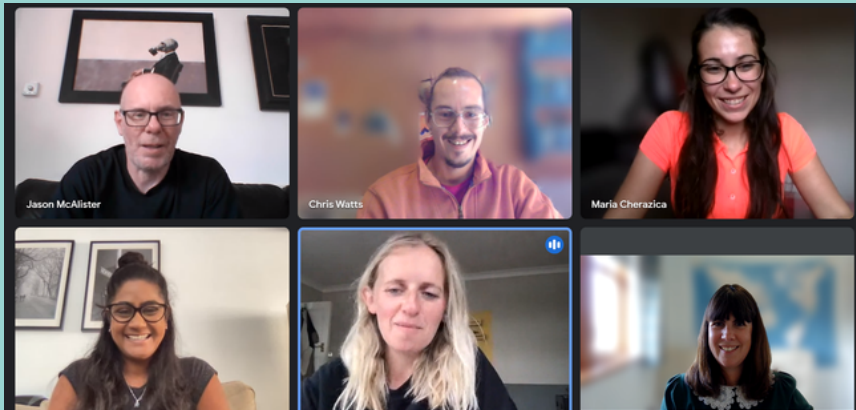
Luke Johnson



W W W . P A Y A C A . C O M

FOR SALES HELP

get in touch



You can reach us on the phone: **01309 679620** or via email:

hello@ethical-sales.co.uk

Our mission is to take the sting out of sales so your business can change the world, one customer at a time.

We serve a thriving community of business changemakers, innovators and fast-growth startups.

Our services include: sales coaching and training; outbound business development campaigns and sales strategy.

If you would like to talk about your sales challenges with us, please book a meeting:

<https://calendly.com/corinne-ethical-sales/intromeeeting>

