



ABOUT PANDADOC

PandaDoc is a whole new way of working with documents to help businesses accelerate the way they transact.

2.5x

LEAD-TO-OPP
CONVERSIONS

2x

ARR

PANDADOC CHALLENGE

PandaDoc was working with a young, hungry, and extremely passionate sales team. Lot's of do-ers but we hadn't had the opportunity to document our sales processes and individually train each rep (consistently). In other words, reps either sank or swim. Luckily for us, we had lot's of swimmers but wanted to start the path of raising the bar for our team. The leaks were apparent with an unacceptable lead to oppy conversion metric. To-date (prior to hiring Richard), our on-call and post-call reviews were lacking. This is where we focused our efforts.

SALES HACKER SOLUTION

Sales Hacker has an amazing following of precision-targeted sales professionals. This is just what we were looking for. We tried several advertising and content channels in our space but so far, nothing has come close to the ROI we're seeing on our investment with Sales Hacker.



After working with Richard and the Sales Hacker team, PandaDoc was able to 2.5x it's lead to opportunity conversion metric for our inbound sales. With literally thousands of MQLs a month, this made a huge impact. By combining a new sales process and implementing call coaching, PandaDoc was able nearly double our ARR revenue production in 2 quarters.

Jared Fuller - VP Sales of PandaDoc

RESULTS

With a combination of a new sales process and the call coaching, PandaDoc was able to 2.5x its lead to opp conversion metric. Resulting in more, high quality opportunities for reps.