Wildix
Case Study

Wildix

Executive Summary

Offering a complete range of Unified Communications & Collaboration (UC&C) features, such as videoconference, chat and user presence, Wildix relies on channel partners to resell its solutions as the cloud-play alternative to aging PBX and telephone systems. Wildix chose ValueSelling to:

- **Secure more channel partners, faster**
- **Offer a proven way to grow reseller business**
- **Expand market share YOY**

Challenges

Since 2005, Wildix has been developing browser-based UC solutions and VoIP products focused on a niche typically ignored by the giant UC&C companies: small to medium-sized enterprises with 50 to 1,000 users. According to IDC research, 56% of these companies plan to move to UC as a service (UCaaS) for a more cost-effective way to upgrade communication tools while reducing capital investment and operating costs.

Although it taps a lucrative market, Wildix wrestled with a close rate that was too low to support its fast-growing revenue goals. The leadership team, including Steve Osler, CEO, and Emiliano Tomasoni, Chief Marketing Officer, made a strategic decision to enhance the sales effort by using a proven sales methodology. They chose the ValueSelling Framework®.

An Easy-to-apply Formula

Wildix channel partners tend to be technical experts, rather than sales people, or the owner involved with running the business versus just selling. They needed a sales process that was easy to remember and easy to apply.

Wildix evaluated many different methodologies and models. They decided on ValueSelling as a way to recruit more channel partners, faster and as a differentiated offering to channel partners who wanted to boost their own sales with end users.

"Even though each sale is different, ValueSelling allows us to give our partners a template to apply consistently to every sale. We share ValueSelling among our internal sales and marketing teams. It's so simple even new hires can replicate it."

Steve Osler, CEO, Wildix

Selling More Efficiently

Wildix is now offering ValueSelling training to its channel partners. Silvano Samaretz, CEO of Star Systems, was one of the first WIldix partners to adopt and apply ValueSelling to his business. He notices a big difference in:

- **Prospecting:** "I'm closing deals faster and I'm able to get rid of bad deals quickly. If you get rid of bad deals, you have more time to focus on good deals."

- **Customer Satisfaction:** "My prospects and customers are happier than before. Previously, my goal was to sell product. With ValueSelling, I am providing solutions that address a customer's business and personal value.

- **Confidence:** "I have more self-confidence when I meet with prospects. I know what I have to say and what I have to do. They see me as a professional who is helping them save money."

The Perfect Partnership

Wildix has two different types of partners: system integrators whose customers are replacing telephone systems with more innovative solutions, and IT companies, who have begun to include UC&C as part of the solutions they configure and maintain.

"The market is going to OPEX (operating expense) versus capital expense, which means resellers will not get the same level of upfront revenues they are accustomed to. Global competition is fierce, so many resellers will go out of business. We're offering ValueSelling training to help our channel partners qualify quicker, sell on value and grow their businesses," said CEO Steve Osler.

Wildix has create a perfect partnership: a complete and scalable UC&C solution for companies that want to upgrade communication platforms with minimal capital expense, and a sales program that empowers its certified partners to sell based on value in a global economy.

"The ValueSelling Framework is highly formularized. It fits on one piece of paper, so the process is quite easy to understand and remember."

Steve Osler, CEO, Wildix

Aligning Sales and Marketing

"In business, sales and marketing have the same goal. But sometimes it feels we're playing by different rules with a different language. Alignment can be hard," said CMO Emiliano Tomasoni.

After the sales team participated in a ValueSelling Framework workshop, Emiliano's marketing team attended a customized workshop where they learned how to apply the ValuePrompter® to target personas through all communications, including white papers, articles and sales collateral. Now, the entire Wildix team is using a common language with its resellers and end users. "What sales is doing one-to-one, marketing is doing one-to-many," said Emiliano.

"Since applying ValueSelling less than a year ago, I've increased the number of closed deals by 40%."

**Silvano Samaretz, CEO, Star Systems,
certified Wildix partner**

ValueSelling Associates™

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