

Case Study



How Commvault's Social
Selling Program

Achieved **61%** More Pipeline
& **52%** More Opportunities



Overview

Since the inception of Commvault's social journey in 2016, they set out to deliver an environment of education, training and advocacy to empower their employees to become their brand ambassadors and social champions.

When COVID-19 hit in March last year, as Satya Nadella, CEO of Microsoft said,

"We saw two years of digital transformation in two months." This particularly rang true for the sales environment.

Commvault knew the time was right to implement their Social Selling pilot. With employees no longer in the office, they were unable to reach potential leads through the traditional routes of calling and face-to-face contact. It was their moment to secure executive sponsorship and ensure digital transformation was driven through their sales operations.

To this end, they implemented a Social Selling pilot for 100 of their salespeople from the US, EMEA and APJ with the support of Tribal Impact.

Approach – Tools and Training

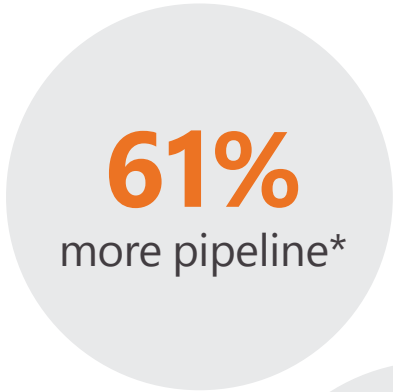
Commvault's pilot took place between July and November and consisted of a LinkedIn Sales Navigator licence plus a series of 5 Social Selling webinars over a 10-week period alongside 1-2-1 coaching with each attendee to embed behaviour change. They also used the Salesforce/ Sales Navigator integration to add additional insight and ROI with target accounts.

As a data driven organisation, Commvault looked to take a robust approach to their social training and coaching programme in an attempt to inform and change behaviours through the whole of their sales environment.

Benchmarking this data was key to building the foundations of this pilot.



Results



* Comparing those with an SSI score of 70+ to those with an SSI of <50

SSI score in relation to sales performance early indicators suggest Commvault's SSI growth has been significant and that their scores are translating to performance opportunities.

Overall Sales Results



All users increased their opportunities, but those who attended the training **increased 63%** more on average.



All users increased their total pipeline, but those attending the training **increased 33%** more.



Non attendees saw a reduction in average opportunity size, where training attendees saw an **average € 15.6k increase.**

About Commvault

Commvault's data protection and information management solutions provide mid- and enterprise-level organizations worldwide with a significantly better way to get value from their data. Commvault can help companies protect, access and use all their data, anywhere and anytime, turning data into a powerful strategic asset.



Sarah Goodall,
CEO & Founder,
Tribal Impact



Commvault approached us with a clear insight of what they needed their Social Selling programme to deliver. They needed to ensure a representative sample size was selected and that they were able to benchmark sales improvement to LinkedIn SSI improvement.

Correlating behaviour with data over time allowed us to monitor the impact of LinkedIn Sales Navigator and training on sales performance.



As a data company, we needed our Social Selling pilot to be built on the foundations of data and insight. The training and workshops delivered by Tribal Impact changed the behaviours of our sales teams from search to building prospects and engagement opportunities.

This has increased the individual sales pipeline by 33% compared to those that didn't attend the training.



Sally Jacobs,
Head of Social Media,
Commvault

Future Plans

Commvault are still relatively early in their pilot – but the signs are very positive. They will continue to monitor and review the data with a view to expanding the program further. As part of this process they're also adapting how they tailor the Social Selling experience per sales audience. For example, how Key Account Managers will utilise Sales Navigator differently to Inside Sales Reps.

Changing the sales dialogue will take time and Commvault plans to build a framework that will scale as their business needs but also offer personalized support to the sales teams around the world.

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We provide a range of services and training around social selling, Employee Advocacy, expert influencer blogging and executive social coaching.

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