


m a c a d a m i a n
Industry: Professional Services
Highlights:

- Product Strategy
- Software Development
- Mobile Development

The Challenge

Macadamian Technologies, a full service software and design firm, develops innovative and transformational solutions to meet their client needs. Like most Professional Service firms, resource utilization efficiency is top of mind, as well as ensuring sales forecasting is accurate to manage the business demands of a rapidly growing business.

According to Dinesh Kandanchatha, Managing Director:

“In our business, focusing our sales resources on the best opportunities to win more is top of mind. Like other professional service firms, we send senior technical architects to help define customer requirements, validate scope and work with the sales account executives to prepare an impactful proposal. This resourcing investment costs us thousands, pending the size of the project we are bidding on. We wanted to find a solution that could not only help our sales professionals to focus on the best sales opportunities that offered the most promise, vs. chasing the duds, but also to reduce our operating costs.”

The Solution

SalesChoice evaluated first all of Macadamian Technologies historical data stored in SalesForce.com, a leading CRM solution, using SalesChoice’s Predictive Analytics – Insight Engine™ to determine the value of using SalesChoice’s solution.

Over five years of historical win and loss patterns were analyzed validating over 85% prediction accuracy.

SalesChoice also analyzed Macadamian lead sources from Eloqua (i.e.: customer referral, Google Ads, website, account executive) that were sent to the opportunity funnel, and identified the best lead sources that had higher win rates.

The software was successfully deployed in less than a day to a team of 10 sales professionals.

The Value

According to Dinesh, SalesChoice has augmented Macadamian’s existing sales practices. At Macadamian Technologies, they use a decision matrix that involves four key areas:

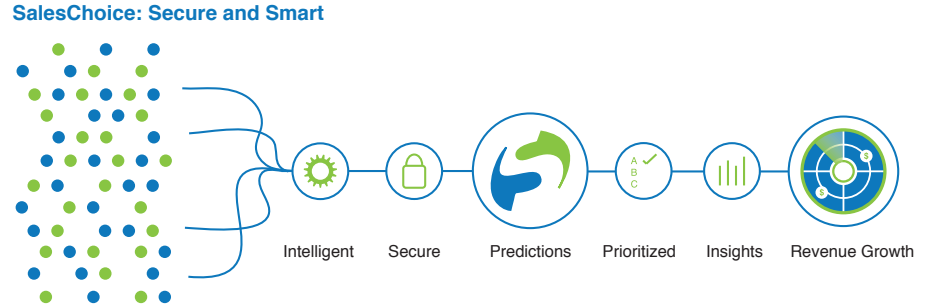
1. SalesChoice’s Ratings (Prediction %, & Rankings (A, B, C),
2. Class Customer (Gold/Silver/Bronze)
3. Sales Rep Input
4. Sales Stage/Battery Test

For companies like Macadamian where the cost of people’s time in selling is the greatest cost in customer acquisition, SalesChoice is a powerful objective input based on historical data that complements subjective measures in the sales process. **There is no question that SalesChoice’s Prediction’s Insight Engine™ has added value to our investment decisions, and has influenced over \$20M of decision making in our pipeline. Over a 1000X ROI.**

*“SalesChoice brings value to support our other practices at Macadamian. If we removed SalesChoice, our business would not be able to focus on the best wins or position our resources on the most optimal accounts. In other words, we would not have line of sight effectively to make improved management decisions on our resources, or be as tuned to invest in the best opportunities to win more. It is kind of like driving with your glasses on with SalesChoice, you can see more, reduce risk, and get to your destination more reliably. **That’s why we like to call SalesChoice – the New SalesGPS.** We also have renewed our contract. I cannot imagine going back to not having SalesChoice as part of our operating practices. These sciences are like extra car lights – you simply can see more!”* says Dinesh Kandanchatha.

Sales Predictions - Insight Engine™

A SaaS Predictive and Prescriptive Analytics solution using advanced methods to increase win-rates, reduce costs and work smarter!



What We Deliver:

- Prioritize all your sales opportunities to identify the highest yield for higher win rates.
- Increase your visibility on the reasons of wins or losses.
- Align your resources on the most promising deals.
- Measure lead sources against opportunity outcomes for improved budget planning.
- Apply simulations on different targets to get best pathways possible.
- Access to Dashboards for management and sales reps for productivity aids.
- Flexible ways of working on diverse portable devices, (mobile, iPad, laptop, etc.).
- Track prediction accuracy to easily determine ROI.
- Customer Service and Brand Trust - **Always Friendly!**



“SalesChoice’s Predictions Insight Engine™ has increased my sales profitability significantly by focusing my sales professionals on winning pathways with over 1000X ROI.”

Dinesh Kandanchatha, Managing Director,
Macadamian Technologies

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