PERSONALIZED SALES ENABLEMENT FOR HIGH-GROWTH TEAMS

CASE STUDY: Amanda Watts, *Tom Ferry*

TOM FERRY

Tom Ferry, a real estate training and coaching company, offers resources and tools for agents looking to accelerate their careers. Rated the #1 Real Estate Educator by Swanepoel Power 200, Tom Ferry's sales teams have high-growth objectives that require aggressive goal setting while upholding Tom Ferry's recognizable brand. As the Sales Enablement Manager at Tom Ferry, Amanda Watts is responsible for keeping Tom Ferry's diverse sales team on track and expanding its headcount growth.

PERSONALIZED INSIGHT FOR EVERY PROSPECT

For most sales organizations, sales development and prospecting lay the foundation for an effective sales strategy. Watts' various sales development teams depend on valuable data to productively connect with every new lead. While the team has leveraged sales development platforms like Outreach and marketing automation systems like Drift traditionally, they didn't give Watts' team clarity on every prospect that came into Tom Ferry's sales funnel.

"We use Drift to attract prospects and start a conversation, but without Crystal, our team would be flying blind because chat platforms don't come with the additional context we'd normally get when prospects come from inbound marketing initiatives."

AMANDA WATTS

When Watts learned about Crystal, she immediately saw the clarity and benefit that personality prediction could bring to her team. Now, before sales development representatives enter a conversation, they can quickly gain valuable insights into a prospect's personality with the click of a button. While the lead might look good on paper, the additional personality context allows Watts' team to cater their pitch to the individual, asking the right questions given the prospect's intentions.

Crystal's Chrome Extension, available on LinkedIn and Sales Navigator, surfaces invaluable information about the prospect's overall communication style, ready to use email templates, and dos and don'ts for a sales reps first conversation. Better yet, sales reps can choose from a set of pre-made email templates for scenarios like cold introductions, scheduling meetings, or discussing pricing, enabling reps to craft the right personalized message quickly.

CRYSTAL'S SELF-HACK TO BETTER SALES

For Watts, sales development isn't just about a representative's relationship with external prospects and customers. Instead, Watts encourages her team to leverage Crystal for self-growth and reflection before selling out in the field. With Crystal's Playbooks, Watt's team can identify and dive deep into their key strengths and weaknesses. By completing this personal deep-dive, Watts' reps are better able to pivot their conversational style when their conversations are steering off course.

Sales, and especially prospecting, can be arduous and exhausting. Thus, Watts' team leads also uses Crystal to match underperforming team members with high-achievers of a similar personality type for interpersonal training and growth. By matching team members with similar personalities, Watts and the other sales team leads can ensure that all team members get the feedback they need in a way that they are most receptive to.

"Crystal is a great tool to learn how to overcome your own issues. By learning to lean into your strengths and address your weaknesses, you can stop yourself from getting in your own way."

AMANDA WATTS

MANAGING RELATIONSHIPS WITH PERSONALITY INSIGHTS

As one of Tom Ferry's senior sales leaders, Watts is also responsible for conducting team one-on-ones and enabling employee growth. Managing relationships through the same lens as external conversations allow Watts to calibrate with everyone on her team quickly. When conducting one-on-ones, Watts makes it a point to stress that the meeting isn't just a deep dive on that employee. Instead, by using Crystal, Watts focuses on how she and the individual work together and communicate.

Watts says that while her sales development representatives are typically more emotionally driven, she herself is much more analytical and adept at getting down to business. Re-adjusting her one-on-ones, Watts can help avoid employee burnout and disengagement. By opening the door to a working interpersonal relationship, Watts' team can bridge the communication gaps between them so they can move forward stronger together.