

Leading Custom Research & Analytics Firm Sees 35% Gain in First-Call Conversions to Sales Pipeline



The Challenge

Hanover Research was coaching their reps, but call reviews were time-consuming, coaching sessions were rushed, and there was no mechanism for timely and consistent feedback.

Chief Growth Officer Sid Phillips understood how critical coaching was to the success of his sales team. The sales directors needed to create value on the first call with senior-level prospects, and coaching sessions were aimed at preparing them for those conversations.

What their coaching program lacked was an easy way to review conversations from start to finish and identify coachable moments. They were relying on metrics from the CRM and meeting software to inform managers what to coach on.

The problem? “Unless you have insight into the dialogue that’s actually going back and forth between your reps and your prospective clients, it’s nearly impossible to understand how to make improvements or adjustments in your business,” Phillips said.

To increase first-call conversions, the team needed a way to understand what was actually being said on calls.

The Solution

Hanover Research needed an easy and effective way to review calls and identify where directors needed coaching. They brought in ExecVision to:

- Gain insight into rep performance
- Make asynchronous coaching more efficient
- Allow reps to self-identify and ask for feedback



The Results

In their first year using ExecVision, Hanover Research saw a 35% increase in first-call conversions to sales pipeline. That increase allowed the team to drive deals further through the pipeline, ultimately leading to more revenue.

Directors were able to “issue match”—diagnose prospect issues and position their solutions accordingly—much more effectively, increasing prospect engagement.

Since implementing ExecVision, Hanover Research has built a strong coaching culture where directors solicit their peers, managers, and leaders for feedback on their calls.

“I was struck by how simple ExecVision is to navigate and how quick and easy it is for managers and directors to review calls.”



Sid Phillips
Chief Growth Officer,
Hanover Research