



« Our outbound sales team who tested Saleswings increased the number of closed deals by almost 200 just several weeks after its implementation, it significantly enhanced our view on who the best leads are. »

Christopher Penn, Director of Sales

The Princeton Review - Success Story



www.princetonreview.com

The Princeton Review helps students get into their dream school, by helping students get better grades, score higher on admissions exams and create applications that lead to acceptances. The services include 24/7 online tutoring, in person and online test prep courses, personalized tutoring programs and one-on-one college counseling.

Quick Facts



Industry

Education / B2C

Sales Team Size

30



Challenge

Inbound Lead qualification for Sales Team



Solution

Real-time scoring of Inbound Leads with SalesWings



Impact

170'000 US\$ additional revenues within 1.5 months



The Challenge

The marketing department of Princeton Review drives student leads to the website, who can sign up for a free account to access the offer at the Princeton Review.

The Outbound Sales Team received hundreds of new student leads every week, but was struggling to prioritize their sales calls in a way that would reach the best leads first. While some leads that were contacted were “HOT” and about to take a purchase decision, others still “COLD” and were not worth the time of the sales team.

The leads could only be prioritized in Salesforce.com based on their profile and form submission information, but there was no view on the buying readiness of the leads, leading to an insufficient sales qualification.

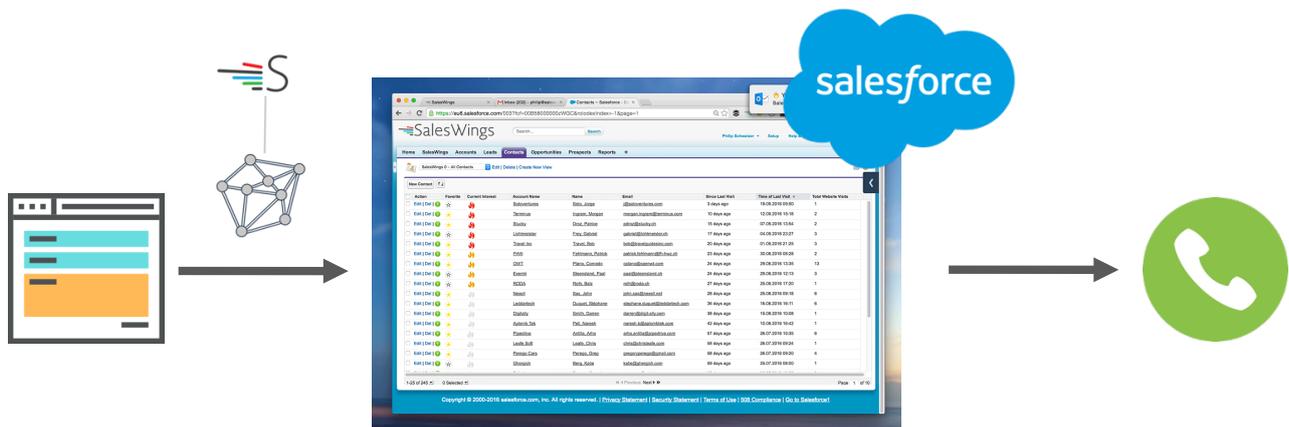
The Solution

SalesWings was implemented within 1 day on the website, the forms, and Salesforce.

SalesWings provides the Outbound Sales Team with a real-time prioritization of student leads inside Salesforce.com, based on their level of engagement and research on www.princetonreview.com prior to the sign-up.

Inside Salesforce.com, the sales team prioritizes inbound leads as they arrive thanks to an intuitive Predictive Score (Hot, Warm, Cold), based on the SalesWings algorithm which sorts out the hottest leads instantly.

Taking turns during their work week, the sales team goes after the hottest leads that they find inside the list, calling their way through to the best leads.



The Results

The Princeton Review tested Saleswings first with 7 people and has increased the number of deals closed by over 160 within just a few weeks, leading to incremental revenues of over 170'000 US\$ - compared to the previous period.

SalesWings both enhances the focus on the hottest leads, and reduces the time between sales calls, leaving the guess work away when it comes to finding the next, best lead.

The sales team now ensures that the most interested student leads are the first ones to receive a call, assistance, and an offer.

Princeton Review has today 30 sales people relying every day on Saleswings' real-time lead scoring capabilities.

Take Action towards more Sales - now.

Discuss your challenge with us over the phone to see what can be done...

 **Schedule your call now >>**

 SalesWings

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