

Vendasta Scales Call Coaching with Wingman to Support Exponential Growth



Vendasta is a leading platform for channel partners who provide digital solutions to small-and medium-sized businesses. Its customers include some of the biggest media companies in North America. Its mission is to help local businesses win.

—With Wingman, this is the first time that we’ve been able to make call coaching a part of our daily cadence. And now it’s becoming a part of our culture.

George Leith
Chief Customer Officer

CHALLENGES	GOALS
Vendasta was growing at an exponential rate, raising multiple rounds of funding and hiring over 175 people over a series of a few years. They needed to put consistent sales processes in place as they scaled.	Create a repeatable sales motion to support exponential growth.
Call coaching became increasingly difficult for leaders to manage as teams grew.	Efficiently scale call coaching practice across growing teams to provide support, training, and coaching and ensure reps follow a consistent narrative.

How Vendasta Scales Call Coaching and Streamlines Company Narrative with Wingman

Coach at scale

Before Wingman, Vendasta reps shared call recordings with their managers by manually downloading and adding them to a shared folder. This process was an inefficient use of both the manager's and the reps' time.

With Wingman, the Vendasta team has made call reviews a habit by bringing game tape to review at every 1:1 and team meeting so managers can easily listen in and coach their team. The sales rep knows that the managers are watching and are there to coach. With Wingman, managers can help and do it at scale.

Create one company story

Wingman helps ensure that all reps follow the narrative that matches the Vendasta brand. Instead of allowing reps to do trial-and-error with value propositions, with Wingman, managers can ensure that they deliver the narrative.

Call recordings are shared with the product marketing team, so they can test messaging ahead of release and gauge its resonance.

Share the voice of the customer

Game tapes are shared with the corporate reputation team to see if the brand story is consistent, if there are any gaps, or if anything needs to be refined.

The entire organization—from reps to the C-Suite—gets value in having the ability to reference and learn from customer conversations.

