

Director of Business Strategy and Value

Use Case



The Customer

John is the Director of Business Strategy and Value Development at Automation Factory, Inc. He initially came to VisualizeROI, intending to equip his sales team with the technology to close big deals by communicating value. But now he now considers VisualizeROI to be an essential asset in every aspect of the sales cycle, including prospecting and discovery workflows.

"It genuinely impacts all the deals we didn't know we could close. From closing low-probability opportunities to proving business value, over time, our clients have realized, we're closing more deals faster, cross-selling more effectively, and receiving referrals from satisfied customers," said John.

The Result

John's sales team uses VisualizeROI to capture prospects' demographics, unique needs, and pain points. With this information, they create tailored content that pushes sales forward through collaborative conversations.



We're able to engage in more compelling and pinpointed conversations with prospects that demonstrate we're not just here to solve a problem,

but to help them improve their business outcomes and work together to meet their objectives. We provide more than just a product; we provide a partner in business.



John
Director of Business Strategy and Value Development



VisualizeROI disrupts the traditional sales process enabling clients to communicate Value at every stage of the sales. See how VisualizeROI can move the needle for your organization. Watch our [demo video](#) and [contact us today](#).

