

Jabba

CASE STUDY

**Jabba Elevates SAP
Outbound with Unique
CCTV Calling Framework**





Introduction:

Struggling to fill your sales pipeline? Traditional outreach methods often fall short, leading to discouraged sales executives, low engagement, and missed opportunities for the business.

Jabba.io aka "Jabba" offers a better solution. We partnered with SAP to empower 70 Sales Development Executives (SDEs) across Europe, Middle East & Africa (EMEA) through the art of warm calling.

Our secret weapon?

We focus on the psychology of sales. By addressing underlying doubts and motivations, we equip your sales executives with the confidence and skills to convert leads into sales for sustained growth.

Here's what makes our approach unique:

- **We go beyond tactics.** We understand that sales success hinges on mindset as much as methodology.
- **We customize for tech.** We tailor our programs to the unique challenges and opportunities of the tech industry.
- **We deliver results.** We have a proven track record of helping tech companies build robust pipelines and achieve their revenue goals

Challenges:

- **Over-reliance on email outreach:** Many SDEs primarily relied on email communication for lead generation. While email has its place, it can be difficult to cut through the noise and secure meaningful interactions with potential customers.
 - *Using only email didn't always provide the best quality leads: telephone sourced leads often had a higher quality engagement score as sales execs could overcome objections on the phone.*
- **Low call conversion rates:** Traditional cold calling methods often resulted in low call conversion rates, leading to discouragement amongst team members and missed sales opportunities.
- **Lack of confidence amongst SDE team:** Decreased engagement and less wins combination with unhoneed core sales skills resulted in a lack of confidence on the team.

Solution:

- **Strategic shift towards more warm calling and less email:** Jabba introduced the C.C.T.V framework to improve their mental and improve call confidence.
- **Personalized and engaging workshops:** The workshops were designed specifically for SAP SDEs, addressing their unique needs and challenges. Jabba.io, employed a personalized approach, effectively combining theoretical knowledge with real-life sales scenarios and practical exercises. This blend ensured participants grasped the concepts and gained the confidence to apply them in real-world situations.
- **Focus on the mind and critical soft skills to have the confidence to call.** The workshops honed not only WHAT to say but HOW to deliver a message to get a prospect talking. This equipped SDEs to navigate calls effectively, address customer concerns confidently, and ultimately convert leads into sales opportunities.

Sustained Results:

- **Boosted pipeline growth:** The combined effect of increased calling activity and improved lead generation resulted in a substantial boost to the sales pipeline. The program directly contributed to **over 1 million euros in additional pipeline value for SAP.**
- **Increased calling activity:** Following the workshops, SAP SDEs demonstrated a significant increase in calling activity. Data revealed a 60% rise in outbound calls. One-to-one coaching indicated a mindset shift towards calling and improved customer confidence.
- **Enhanced lead generation:** The improved calling techniques led to a 35% increase in call-related opportunities. Warm calls fostered deeper conversations, allowing SDEs to better understand customer needs and identify qualified leads with higher sales potential.
- **Skill & Confidence Overhaul:** Program participants are raving about the profound impact on their skillset and self-belief. Their testimonials vividly highlight the significant boost in professional prowess and newfound confidence.

Conclusion:

Jabba's outbound calling workshops were the key factor in elevating SAP's SDE team to a leadership position within the company. The training not only sparked a measurable surge in call volume and lead generation but also instilled crucial sales skills. This led to the SDE team's recognition as a top-performing unit, with Jabba's influence directly turning around their confidence and achievements.

What did SDEs and leaders say?



Gaye Yesilyurt · 1st

Sales Expert, Instructional Designer and Coach. Purposeful work practitioner for Diversity, Inclusion and Equity.

November 3, 2023, Gaye was Alistair's client

Jabba Training's outbound calling workshops were a game-changer for our team. After the workshop, we saw a 60% increase in calling and a 35% increase in call related opportunities, resulting in over 1 million euros of additional pipeline. The trainers were engaging and knowledgeable, and the workshops were tailored to our specific needs. I highly recommend Jabba Training to any company looking to improve their outbound sales results.



Jessica Guihard · 1st

Sales Development Director | People Passionate Leader

1mo ·

🎉 What an invigorating week it's been as we celebrated Customer Power Week with our Sales Development Executives in the Barcelona and Cairo [#digitalhub!](#) Bursting with vibrant energy and infectious enthusiasm, we've dived into an entire week filled with enriching enablement sessions!

💡 Highlights of the week with our Call Confidence, leveraging the CCTV (Comfort/Confidence/Trust/Value) framework of [Alistair Davis](#). Our SDEs are now even bolder in customer conversations, enhancing customer experience with their newfound proficiency and confidence.



Emma Vannini · 1st

CX Sales Development Executive

21h · Edited ·

Thank you [Alistair Davis](#) for organizing and leading an in-person course on mastering cold calling and boosting confidence in sales!

Your approach on how to initiate meaningful conversations and deal with objections and rejections was enlightening!

The various techniques we learned to boost our self-confidence are valuable for both our sales journey and our everyday life as well.

Here's to many more insightful sessions in the future!

[#sapcx](#) [#professionaldevelopment](#) [#JabbaTraining](#)



Andrea Mate Chamorro · 1st

I help companies in their Digital Transformation @SAP

2h · Edited ·

Grateful for the opportunity to attend an in-person course led by [Alistair Davis](#). He shared invaluable insights on overcoming the fear of picking up the phone and connecting with potential customers, providing effective methods to enhance call quality.

🧠 Guided us on how to transform negative thinking into a POSITIVE MINDSET

📞 Provided us with tips to enhance our sales skills & empowered us for IMPACTFUL CALLS

🌟 Also emphasized the importance of the HUMAN TOUCH in interactions!

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Need help boosting your sales pipeline?

email alistair@jabba.io for more information.

