

BurnRate.io Invests in their Operations Early and Doubles their Close Rate

/ CHALLENGE

BurnRate.io is the RevenueOps platform that helps companies know exactly how to grow. On a mission to help companies succeed, BurnRate.io fuels smarter growth with their capacity planning platform modeled by three simple concepts, People Algorithm™, Customer Journeys, and Time to Execute.

Co-Founder & CEO, Robert McLaws, and EVP of Revenue, Miles Prowse, desired to invest in the foundation of their revenue operations early on in the business. The SaaS leaders knew that the sooner they could start building out operational processes, the better the experience would be for potential customers as they start to scale.

BurnRate needed a method for qualifying prospects, to act as a gatekeeper for inbound leads, helping to prioritize their sales team's time to focus on the buyers that aligned with their Ideal Customer Profile (ICP).

During the sales process, the team needed automated mechanisms in place to help standardize and expedite time consuming tasks, so they could spend more time with both prospects and customers.

Robert and Miles were already working with Clearbit to foster accurate data that fueled their business. Clearbit referred them to SaaScend, as a partner that could help the team scale their operations while they focused on go-to-market.

/ SOLUTION

After meeting with the SaaScend team Robert and Miles felt confident that the team understood what they were trying to accomplish and that they were aligned to meet their business goals.

Robert recalled, "From the first call, Allyson was fantastic, chatting with her about what we could do with the platform and what the team was capable of. Emily on the execution side, is whip smart, really gets it and really knows automation. Everybody was at the top of their game and it showed."

Starting with BurnRate's top of funnel processes, SaaScend configured their lead qualification system, to automatically rate prospects in alignment with their ICP, helping to get the right leads in front of sales faster.

To standardize and optimize the sales process, SaaScend implemented lifecycle stage tracking and opportunity management automation with their Salesforce and HubSpot systems to support the sales team with acquiring the right data at each stage of the sales process. Enabling leadership to have the pipeline data they needed to coach the team and to make processes that would have typically consumed the sales team's time, such as generating a quote, an easy lift that only takes five minutes.



Through working with SaaScend, I have not had to split my time and energy among the Head of Sales Operations, Head of Sales Development, and Head of Sales roles. Switching between building out sales tech stacks, automating processes, then coaching and having dashboards on your mind when working to solve challenges that prospective customers are facing, kills brain power and over time seriously diminishes one's ability to be mindful and present when helping, coaching, and developing sales reps. SaaScend has helped me to bring my best foot forward, allowing me to focus and be present with the real human interactions, the kind that cannot be automated.

—Miles Prowse, EVP of Revenue,  BurnRate

/ RESULT

With the lead qualification processes in place to get the right buyers in front of sales faster, BurnRate was able to go from a 9:1 close rate to about a 4:1 close rate. Having the right conversations with the right prospects and an optimized sales process in place, the team was able to double their output. Establishing this critical foundation enabled the team to have “better deals and fewer conversations” as Robert stated.

BurnRate’s partnership with SaaScend freed up leadership’s time and resources, empowering them to focus on growing the business and coaching their team.

/ FAVORITE ASPECT OF THE PARTNERSHIP

Robert emphasized, “I look forward to our meetings. I always get to see something new and interesting, a demo, a process. I love the inventiveness when we’re coming up with a solution. For example, with opportunity scoring or velocity, the team is really creatively thinking about us and our business.” Additionally Miles felt, “The team is like-minded, always showing up playing to win. At the end of the day all startups are in an environment that is resource-constrained, time-constrained, where you’re attempting to control chaos at the same time as making magic happen, often out of nothing, and the fact that all of us can show up on a regular basis, playing-to-win, crush it out of the park, and laugh often, has made all the difference.”

ABOUT

Robert is the Co-Founder & CEO of BurnRate.io. As an Entrepreneur and SaaS Leader, his accolades include being named Microsoft’s youngest Developer MVP at age 21, creating one of PC Magazine’s “Top 100 Websites of 2004,” and having over half a billion downloads of his open source contributions.

Miles is the EVP of Revenue at BurnRate.io. With a passion for coaching and helping others, he is an Officer of the Silicon Valley Chapter for AA-ISP, was named a Top 25 AA-ISP Most Influential Inside Sales Leader, and is an Advisor on Revenue Operations Practice at Tenbound.