

Case Study: Yesware

"Sales is a numbers game, and Capture allows us to increase the volume of people that we're reaching."

-- Joel Felcher, Sales Manager, Yesware



About Yesware

Yesware is an all-in-one sales toolkit that helps salespeople close more deals faster. Best known for their email tracking capabilities, the software prioritizes prospects by level of engagement to ensure more informed outreach decisions for salespeople.

The Challenge

With a growing sales team, Yesware was looking to ensure their salespeople were as efficient as possible in their ability to conduct prospect research and generate interest. "I consider the SDRs the engine that makes the company go," shares Joel Felcher, Sales Manager at Yesware, "They're the ones on the front lines, in the trenches, doing the research, doing the discovery, having those first phone calls, generating the interest, and ensuring they're passing off the right contacts to seal the deal."

The Solution

Yesware tapped Capture to find contacts on the web and automate the process of moving those contacts into Salesforce. "Capture is a valuable tool that quickly captures contacts wherever they are," says Joel.

In addition to capturing contact information, the Yesware SDRs also use Capture as a timesaver, in order to reduce prospect research time. "Time is about as valuable as resources get, and SDRs spend a lot of time doing that prospecting, digging and finding the right email, and the right person, at the right company. Capture helps us overcome those obstacles."

The Result

With Capture, the Yesware SDRs save time and energy with prospecting, enabling them to reach more people at a faster rate. "At the end of the day, getting more done in less time is the name of the game," says Joel, "With Capture, we can focus on prospecting, instead of spending half a day rebuilding prospect lists."

Capture helped Yesware:

- Reduce sales prospecting time from 4+ hours a day to 30 minutes a day
- Build lists with a few clicks or a few reports
- Mass grab and add contacts to Salesforce eliminating hours or days dedicated to prospecting
- Find and speak to new people that Yesware wouldn't have otherwise known existed