


Scaling Field Sales Success

How SPOTIO Empowered Wire 3's Door-to-Door Excellence in Fiber-to-Home Sales Wire 3, a rapidly growing fiber-to-the-home business based in Central Florida, operates primarily through door-to-door sales for residential and SMB customers. As the company prepared for expansion, it sought a solution to streamline operations, improve visibility, and support its ambitious growth plans.



 Daytona Beach, FL

 Telecommunications

 B2C

 wire3.com

The Challenge

Wire 3 faced major challenges in scaling the sales team to support their expansion plans. Their major needs included”

Centralized Systems and Data

Wire 3 needed a CRM tailored for field sales with seamless integration to HubSpot and internal order systems. The company lacked a centralized platform for tracking sales activities, streamlining sales processes, and enabling leadership to make data-driven decisions.

Rep Support and Training

Field reps lacked real-time access to customer data. In addition, Wire 3 needed tools for effective training and coaching to support their expanding sales force.

The Solution

- ▶ **Deploy territory mapping** with integrated HubSpot workflows for seamless lead distribution across fiber expansion zones
- ▶ **Activate door-to-door tracking** that systematized neighborhood coverage and eliminated missed opportunities
- ▶ **Build custom performance dashboards** providing real-time visibility into rep activity and conversion rates
- ▶ **Automate CRM pipeline updates** connecting field interactions directly to their existing sales workflows

This strategic implementation gave Wire3 the structured field sales accountability needed to scale their fiber network expansion efficiently.

“ If you're scaling a field sales team, you need visibility. A platform like SPOTIO isn't about 'big brother' monitoring – it's about helping reps close more deals and make more money. SPOTIO is an investment, not an expense.

– **Ryan Dendievel** SVP of Sales and Marketing, Wire 3

Game-Changing Results

Within months of implementation, Wire 3's field sales performance exploded across every key metric.

The transformation was immediate and measurable:

- ▶ **309% increase in visits** – maximizing territory coverage during fiber expansion
- ▶ **21% boost in calls** – driving higher prospect engagement rates
- ▶ **2,000%+ jump in text communications** – accelerating follow-up velocity
- ▶ **Revisit rate climbed from 69% to 76%** – a critical 7.3% improvement in prospect persistence
- ▶ **7% increase in appointments** – converting more conversations into sales opportunities

These performance gains translated directly into higher sales efficiency and stronger customer connections, positioning Wire 3 to scale their fiber network expansion with data-driven confidence. SPOTIO didn't just improve their numbers—it transformed how they approach every neighborhood.

About SPOTIO

SPOTIO is the premier field sales engagement platform designed specifically for field sales teams to increase pipeline growth, enhance productivity, and close more deals. SPOTIO centralizes field sales activities, offering organizations critical insights and visibility to drive revenue. Serving thousands of customers globally, SPOTIO is committed to propelling field sales teams to new heights.