

wire3

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

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The Challenge: Lack of Structure and Visibility in Field Sales

Wire 3 faced major challenges in scaling its sales team, including the need for:

- A structured field sales CRM tailored for field sales and seamless integration with HubSpot and internal order systems.
- Real-time access to customer data for field representatives.
- Data integrity while automating pipeline updates.
- Effective training and coaching for an expanding sales force.

A centralized platform was essential to empower Wire 3 in tracking activities, streamlining sales processes, and enabling leadership to make data-driven decisions.

The Solution: Comprehensive Field Sales Management with SPOTIO

After evaluating several competitors, the following factors led Wire 3 to choose SPOTIO:

- CRM capabilities compared to alternatives like SalesRabbit.
- Support for integration with HubSpot and automated pipeline updates.
- Tools for a structured approach to tracking door-to-door activities.
- Enhanced visibility into rep performance, creating coaching opportunities.

These features aligned perfectly with Wire 3's unique go-to-market strategy, which involves building fiber networks in specific areas before deploying sales teams.

The Results: Dramatic Increase in Sales Activities and Efficiency

Implementing SPOTIO led to significant improvements in performance for Wire 3's growing team:

- The revisit rate increased from 69% to 76%, a 7.3% improvement.
- Visits surged by 309%, calls by 21%, and appointments by 7%.
- Text communications saw a remarkable increase of over 2,000%.
- Overall sales efficiency and customer engagement reached new heights.

With SPOTIO, Wire 3 transformed its sales process, driving higher productivity and stronger customer connections.

How Wire 3 Leverages SPOTIO

Comprehensive Sales Management

Wire 3 utilizes SPOTIO to ensure a systematic approach to re-engagement and closing deals:

- Tracking door knocks, customer interactions, and follow-ups
- Automating pipeline updates via Zapier and future API integrations
- Providing real-time data access for sales reps in the field
- Integrating call recording technology for enhanced coaching

Enhanced Coaching and Performance Management

SPOTIO plays a crucial role in Wire 3's coaching strategy by:

- Providing team leaders with real-time activity tracking
- Enabling data-driven one-on-one coaching sessions
- Identifying opportunities to improve sales strategies
- Structuring daily team meetings with role-playing and goal setting

Conclusion

By prioritizing process, coaching, and data-driven decision-making, Wire 3 has successfully scaled its sales team with SPOTIO as an integral part of that journey. The platform has enabled Wire 3 to build a scalable, repeatable sales process while significantly improving key performance metrics. As Wire 3 continues to grow, SPOTIO remains a crucial tool in their sales arsenal, driving efficiency, visibility, and ultimately, revenue.



If you're scaling a field sales team, you need visibility. Reps need to understand that using a platform like SPOTIO isn't about 'big brother' monitoring—it's about helping them close more deals and make more money. SPOTIO is an investment, not an expense.

Ryan Dendievel, SVP of Sales and Marketing
Wire 3

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.