

# How ASK-CRM shortened its sales cycle by using Case Studies



## Situation

ASK-CRM provides customer relationship management software geared to newspaper media businesses that integrates with its clients' customer information. Its growth strategy involved targeting smaller businesses and letting them know about the product.

"We have clients of varying sizes—all the way from a single salesperson on staff to a sales staff of greater than a hundred," said Robin Smith, founder and president of ASK-CRM. "Getting some of those smaller clients to understand that they can benefit from our service was important because there are so many more small clients than large clients."

However, ASK-CRM lacked the time and knowledge needed to create the type of Case Studies Robin knew would have the desired impact.

"There is just never enough time to do everything," said Robin. "Also, when it came to Case Studies, we just plain lacked the understanding of how to put it all together."

The solution presented itself when a respected partner recommended SuccessKit to ASK-CRM.



**“ We are definitely recommending SuccessKit to the peers that we work with and our existing clients. In fact, I have two clients right now that I’ve reached out to and suggested they connect with SuccessKit.”**

Robin Smith, Founder and President of ASK-CRM

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## Solution

ASK-CRM learned that partnering with SuccessKit to create Case Studies was easy and effortless, as SuccessKit took care of the entire process from start to finish. That included scheduling and conducting interviews, drafting and designing the content, and securing permissions.

“All I had to do was identify my clients and the problems I solved for them in a brief statement,” said Robin, who was also impressed with SuccessKit’s approach to revisions.

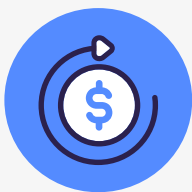
“One of the great aspects of SuccessKit is that the team allows us to work with them on the Case Study draft to hone it and make it more succinct,” said Robin.

The ASK-CRM sales team has seen success since using the Case Studies with prospects.

“Using SuccessKit Case Studies to share success stories of our existing clients has shortened our sales cycle and enabled us to close business faster,” said Robin.

“**Using SuccessKit Case Studies...enabled us to close business faster.**”

## Results and Benefits



Shortened sales cycle



Easy, hands-off process



Saved time and effort