

**vivun.**

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I’m flying blind.”**

Chris Browne, Director of Solutions Consulting,  
Dynamic Signal



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for scaling Presales operations.”

# DYNAMIC SIGNAL SCALES ITS PRESALES TEAM GLOBALLY WITH VIVUN



## ABOUT

Chris Browne, Director of Solutions Consulting

Leads a team of seven Solutions Consultants in North America and EMEA.

- Dynamic Signal is the leading Employee Communication and Engagement Platform committed to creating a connected, inclusive, and engaged workforce where people feel valued and empowered to be their best.

## CHALLENGES

- Despite a greater than 90% attach rate on active sales opportunities, “Our visibility and measurement of Presales activity was primarily ‘gut feeling’ and limited activity data in Salesforce. I had a general sense of when my team got engaged in deals, and how many demos they were doing, but not at scale across the team for the sales pipeline we were supporting.”
- Understanding the most effective kind of resource allocation was difficult: “I’d get an email or a Slack asking for Presales help, and had limited visibility into current capacity on the team to support these requests.”
- “My business justification was simple. If we’re going to scale, and provide an environment where people on the team feel valued, we need to understand and refine our operational engine and engagement model so we know where we’re driving the most impact.”

## BUILD OR BUY

“When I discovered Vivun and recognized it as a software built specifically for Presales, I realized it didn’t make sense to build a tool from scratch when there was already a world-class solution in the market.”

## VIVUN BENEFITS

- Complete visibility into the “black box” of daily activities, deliverables, and opportunities, creating a narrative supported by data of “what it takes to win.”
- More efficiency: “If a member of my team is driving higher conversion within the sales stages we support, I’m able to extract what they’re doing out of Vivun and replicate those learnings across the team.”
- Seamless allocation of resources based on the “Member Request” feature that enables better qualification and team utilization.
- Early stages of incorporating the Vivun Hero Score into the sales forecast to demonstrate the Presales view of opportunities and their technical merits.

## VIVUN PARTNERSHIP

“My relationship with account management has been awesome. It really shows that Vivun was founded by Presales leaders; they show empathy and a high level of support to people in the role that has been really helpful. It’s a true partnership.”

## BUSINESS IMPACT

“Vivun is my operational engine; as a leader at a data-driven company like Dynamic Signal, without it I’m flying blind. It’s become a critical part of my playbook for scaling up team operations.”

“Dynamic Signal is growing quickly – there’s never been a time where connecting people within organizations is more critical – and Vivun allows my team to keep the pace and support that growth.”



Vivun, the world’s first platform for presales, helps you beat the competition to product-market fit, revive dormant deals, nail your forecast, and close deals faster. [Vivun.com](https://www.vivun.com) | [demo@vivun.com](mailto:demo@vivun.com)