



How Yodlee's Sales Team Learned to Perform Better, Faster with Training from Inside Sales Solutions



Learn how Yodlee went from a legacy sales team to a highly enabled sales team with Training Services by Inside Sales Solutions.

Yodlee (now “Envestnet | Yodlee”) is the leading data analytics platform for financial service providers. For over 20 years, Yodlee has worked with more than 1,500 financial institutions and FinTech innovators, including 15 of the top 20 U.S. banks.

Yodlee first partnered with Inside Sales Solutions (ISS) for sales development engagement services, with ISS helping to create pipeline for net-new business. About seven months into their SDR services, a C-level growth leader approached ISS with a new challenge to solve in another area of the Yodlee business: **Yodlee needed training for their team responsible for developing existing accounts.**

With decades of success and a bold leadership vision, they needed to get this sales training right. Yodlee knew they could trust Inside Sales Solutions to execute.



The Opportunity



Yodlee has two separate business development functions. The first (where ISS began serving) is for net-new sales development. The second is account development in which Yodlee is focused on cross-selling and upselling to existing customers.

Account Development Representatives (ADRs) are an important part of Yodlee's business, and they are considered the company's next generation of Account Executives. Making sure their ADRs were trained on best practices was a huge deal for Yodlee's long-term success.

The problem was that Yodlee's account development team was more of a "legacy" sales team – meaning most reps had been there for a while and all the knowledge was in their heads. As they added new reps to this team, it was incredibly hard to grow them into productive members of the team in a timely and scalable way.

Yodlee's ADRs and Inbound Sales Specialists in the account development business weren't always following consistent practices. Leadership also identified opportunities for improvement with some key sales skills, such as objection handling, calling mechanics, and activity-to-target awareness. A core goal necessary for success was to decrease overreliance on email and social media, and get the team to spend more time on the phones.

With better structure and training, Yodlee could onboard new team members faster, increase their average revenue per customer, and strengthen the company's overall health.

The Solution



Once the decision was made to move forward with training services by Inside Sales Solutions, the two companies began designing the training program.

ISS builds sales training programs by starting with standard modules. These modules cover all the essentials of a successful sales rep and team. They work like building blocks where modules can be added to or removed based on the client's needs. From there, the training becomes more tailored to the specific needs of the client, and ultimately spreads its positive effects throughout the sales organization.

TRAINING PROGRAM FEATURES

MODULE-BASED LEARNING

With the core concepts of sales development as a foundation, the team goes through intentional stages (or modules) of training.

CUSTOMIZED TRAINING

With those core learning modules as the starting point, Inside Sales Solutions customizes the sales development training programs based on the organization's unique needs and goals.

CROSSOVER SOLUTIONS

Training services can influence the entire sales environment, especially as these new reps grow into account executives and sales managers.

Yodlee's account development training program was specifically focused on leveling up their reps' phone skills. The ability to call customers and use consistent, effective sales mechanics was the standout need for Yodlee. In addition to training on effective phone outreach, Inside Sales Solutions touched on core concepts for inbound sales.

Training scenarios were based on the specific conversations Yodlee salespeople would be having around cross-selling and upselling existing accounts. In the training, each team member created their own scripts based on the exact line of business they were selling to.

The Results



In Yodlee's first training program, 18 team members were trained in the account development business.

These trainings were broken up into two classes, ADRs and Inbound Sales Specialists.

As a result of working with Inside Sales Solutions, the account development team at Yodlee now has a stronger foundation for new team members. With sales enablement at the heart of their organization, Yodlee's ADRs will start producing faster, stay longer, and eventually grow into sales leaders themselves.

The value of this training program is clear in these team member responses:

The training was really strong. It was helpful to refine my outreach skills to warm prospects.

This was the best sales training program I've been in.

ISS did an excellent job of breaking down the sessions into digestible content for us to learn. It was encouraging and built an environment where we would be comfortable to learn and grow.



Are you ready to level-up
your sales team or are you
interested in learning more?

BOOK CONSULTATION