

“ We needed a way to identify the prospective buyers throughout the organization, and understand their respective issues to give us a good shot at closing a multi-department sale. InsideView gives us what we need. ”

**Charles Frydenborg**

*Senior Director of Corporate Sales, North America*  
Rosetta Stone

# InsideView for Sales<sup>TM</sup>

Rosetta Stone Wins 12%  
More Often with InsideView

 **InsideView<sup>®</sup>**



Rosetta Stone



Rosetta Stone provides technology-based language learning solutions consisting of software, online services and audio practice tools. Their self-study language learning program is available in 30 languages. Its customers include individuals, educational institutions, armed forces, government agencies and corporations.

## Rosetta Stone Challenge

- No standard “title” to sell to
- Need access to more buyers in prospect organizations
- Deal sizes were too small
- Need to prioritize and focus Sales activity

## InsideView Impact

- **22%** in lead conversion
- **33%** increase in deal size
- **12%** increase in wins

## Rosetta Stone Essentials

- Company: Leading language learning software company
- Industry: Language
- InsideView users: 40+
- Sells to: small, medium, and enterprise businesses worldwide
- [www.rosettastone.com](http://www.rosettastone.com)

# Deliver more quality leads to sales. Faster.

## CHALLENGE

### Hard-to-find buyers. Deals were too small.

The Rosetta Stone direct sales organization was built to take advantage of the tremendous growth opportunities in language learning. As organizations become more global, language learning becomes more essential to success.

However, regardless of demand for language learning due to globalization, the Rosetta Stone corporate sales team faced the challenge of there not being one “title” or department that is the natural buyer of language learning solutions. Target customers could be in Learning and Development, Diversity and Inclusion, Human Resources, Client Service organizations, and even Operations.

## SOLUTION

### InsideView for Sales™

After a full evaluation, Rosetta Stone selected InsideView for Sales™ to get more data, insights, and most importantly, connections within target accounts. Rosetta Stone’s Sales leadership felt InsideView could replace the mix of tools and databases the team was using to find and convert leads. With InsideView, Rosetta Stone is able to uncover multiple buyers within prospect accounts and understand. InsideView Alerts functionality helps sales reps engage with prospects in meaningful ways and increase the likelihood of success.

## RESULTS

### More pipeline. Bigger deals.

Rosetta Stone conducted a quantitative study that compared key selling metrics of InsideView users versus a control group of non-users. Over a period of 12 months, the sales team using InsideView was able to achieve the following improvements over the control group.

**22% Higher Lead-to-Opportunity Rates** – By targeting and reaching the right people at the prospect account and equipping the sales rep with relevant business insights about that prospect, Rosetta Stone sales reps were able to increase the response rates to their emails and calls. And with these same insights, they were able to increase their success rate in creating pipeline opportunities.

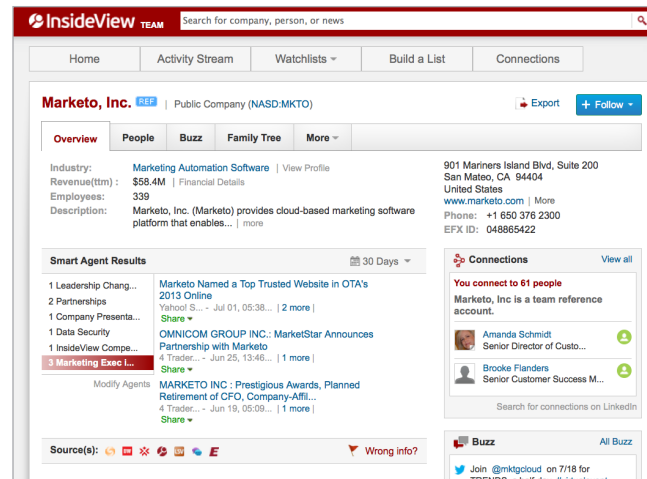
**12% Higher Win Rates** – Once in the door, Rosetta Stone sales reps were able to utilize InsideView’s insights about both the business and the person they were selling to in order to effectively educate them on the benefits of Rosetta Stone.

**33% Higher Average Deal Size** – By targeting, reaching, and connecting with multiple buyers within the prospect’s organization, Rosetta Stone was able to maximize the number of licenses the prospect account purchased. Additionally, Rosetta Stone has been able to continue to grow these accounts over time.

“ There is now recognition from business executives, government leaders, and educators that language differences are a key barrier to achieving their goals. InsideView helps us find decision makers.”

Charles Frydenborg  
Senior Director of Corporate Sales,  
North America  
Rosetta Stone

# Leverage Connections and Insights



## STOP RESEARCHING. START SELLING.

Reduce manual research with complete, current and relevant information about companies, decision makers and influencers within CRM.

## LEVERAGE COMPLETE, ACCURATE AND CURRENT DATA

Accurate and complete data about companies and contacts lets you build better lists, target the right prospects and focus on the most promising leads. Leverage 50 million validated contact and company profiles that are kept current with information from 30,000+ social, media and financial sources.

## CAPITALIZE ON OPPORTUNITIES WITH WATCH LISTS AND ALERTS

Receive real-time alerts about your prospects so that you can identify new sales opportunities and engage with them using relevant content based on their activities.

## BUILD INTELLIGENT LISTS

Build prospect lists that have the highest probability of closing. Apply criteria to your lists including territory details, professional connections and insights.

## LEVERAGE PROFESSIONAL CONNECTIONS

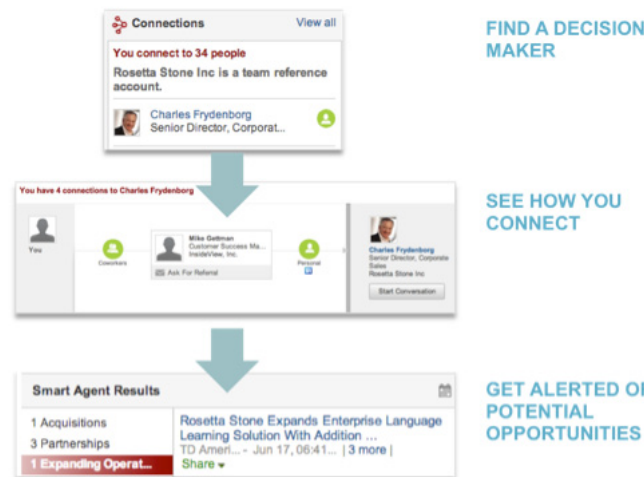
Instantly access the most relevant connections to prospects, influencers, and other decision makers to increase likelihood of successful sales engagement.

## INTEGRATE WITH CRM IN MINUTES

Simple integration with Microsoft Dynamics CRM, Oracle, Salesforce, SAP, and SugarCRM for immediate user adoption and ease of use.

## RELY ON US FOR SUCCESS

Dedicated Customer Success experts guide implementation and ongoing use with expert deployment methodology, industry best practices and priority issue resolution.



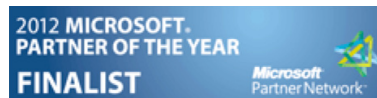
www.insideview.com or call (415) 728-9340.  
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# Experience the Success that Over 11,000 Other Companies Enjoy



## ABOUT INSIDEVIEW

InsideView is a CRM Intelligence Platform that infuses your CRM with essential data, insights and connections constantly updated from 30,000 financial, media and social sources and 50 million company and contact records. Trusted by 300,000+ professionals in over 11,000+ enterprises, InsideView maximizes marketing, sales and account management results by automatically revealing critical information about companies, contacts and connections through the entire customer lifecycle. Find more leads. Win more deals. Retain and grow more customers.



Learn more about InsideView CRM Intelligence,

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