



Success Story: Pronto Networks

Pronto Networks helps network operators, cities and local governments deploy and manage metropolitan-wide networks. Using Pronto applications, clients can provision, configure, authenticate, control access, secure, and process pre-paid and post-paid billing and roaming settlement for large public WLAN networks. They can also remotely manage and update multi-vendor hardware and Wi-Fi switches.

Pronto Networks is funded by BV Capital, Draper Fisher Jurvetson and the Intel Communications Fund. Pronto Networks received numerous awards including Wired Magazine's Top 25 Wi-Fi Companies to Watch, the Always On list of Top 100 Private Companies, and Computerworld's Innovative Technology Awards. The company is headquartered in Pleasanton, CA with offices in Bangalore, India and London, UK.

Prior to working with KeyRoad Enterprises™-CustomerCentric Selling®, Pronto Networks was faced with the following challenges:

- Sales people were challenged to create the necessary pipeline of prospects that would justify reaching the company's revenue goal.
- Existing partnerships were not generating the leads or revenue expected from the relationship.
- Sales people had not been formally trained in the sales engagement model that combines direct and indirect sales processes and activities.
- Marketing, resellers, and OEM partners had not been trained in how to represent the Pronto Networks business value proposition nor had the Pronto Networks direct sales and sales support personnel.
- New messaging and materials for the municipal market were not well defined -, making it difficult to effectively deliver it to prospects.

The way Pronto Networks was doing business amidst these challenges resulted in sales reps and resellers missing quota in the past 12 months and limited qualified leads in the pipeline.

"We decided to use the Sales Ready Messaging® process to help craft sales tools our internal sales force and that of our resellers could use to more effectively qualify opportunities and build pipeline strength," says Carol Singh, business development account manager at Pronto. "We were looking for a methodology to enable our team to:

- Diagnose a prospect's needs and goals with a bias towards Pronto's strengths, giving us a better understanding of exactly how our prospects could achieve their goals by deploying our products and services.
- Develop a set of tools, including messages, templates, and prompters, to help our sales people engage in intelligent "prescriptive" conversations with customers about the benefits and use of our products and services.

Carol Highton, VP & GM Americas says: "We engaged the services of KeyRoad Enterprises, a CustomerCentric Selling® affiliate and its president, Philippe Lavie to help us refine our messages, prepare tools our sales force and our resellers could use, and move from a product-centric to a client-focus sales model".

Singh adds: "We chose to train our people ourselves using the Toolkit KeyRoad had prepared for us. To-date, I have seen significant results directly attributable to both our work with Lavie and CCS® Sales Ready Messaging® process and tools:

- The SRM® toolkit delivered by KeyRoad enabled us to arm our sales team, partners and resellers to initiate a relevant dialog around our prospect's pain points.
- Pipeline is being built with better qualified opportunities.
- Our conversations with our prospects are centered on critical business benefits they can achieve and not about the feature and functions our products bring to the market.

For more information on Pronto Networks, visit their website at: www.prontonetworks.com. For more information about KeyRoad Enterprises™, visit: www.keyroad.com.