FastSpring

fullcast.io Case Study: FastSpring
How Sales Leaders Pivot Growth
Through Policy Implementation

CLIENT: FastSpring

Company: FastSpring
Industry: Computer Software,
E-commerce payment solution
Location: Santa Barbara, CA
Company Size: 80 employees

Company Bio

FastSpring is a SaaS company that provides an end-to-end payment processing, subscription management & fulfillment solution for companies that develop SaaS, software, digital media, video games, e-books and more.

"While we were scaling, I was able to spend more time with our customers to understand what my offering was and less time thinking about the nitty gritty details in Salesforce thanks to Fullcast."

-Brian Deignan

The Challenge

From building a foundation to constructing an over arching strategy, small companies like FastSpring didn't have the luxury of hiring a fully stacked sales operations team. As a result, sales leaders found themselves with limited capacity because much of their time was spent putting out small fires that randomized their role and position them to be reactive rather than proactive leaders. This caused sales leaders to miss out on critical time with their customers during critical early stage sales conversations.

Another challenge was that the high demands from board and executives were not being met and/or exceeded. Sales ops leaders had no way of achieving next level of success because it was difficult for the sales teams to understand how teams were performing to begin with. One cause of this was poor data, which hindered their ability to accurately forecast & report KPIs. Each time a rep was hired, the complexity of the forecast increased and compounded- from enablement to support, especially within systems such as Salesforce.

The Solution

Fullcast.io partnered with FastSpring to implement policies that set a strong foundation around data in Salesforce. This enabled Brian, FastSpring's VP of Sales, to have confidence in forecasting and visibility into KPIs. **In doing so, Fullcast.io gave FastSpring the ability to see where they've been, where they are currently, and where they could be in the future.**

Implementing a structured and systematic method to forecasting was necessary to align teams with goals and set proper expectations to the board. Fullcast.io helped FastSpring meet board expectations, develop a hiring plan, and give visibility into what was working and what was not.

"Thinking back to life prior to Fullcast.io, I was struggling with a new fast growing company. We were trying to scale at that size, and didn't have the budget or luxury to have anyone else helping us with Sales Operations. From building the foundation to the overall strategy, I was responsible for entering a new field or requiring a reason on Closed Lost." - Brian Deignan

The Outcome

Through an implementation of policy and data, Fullcast.io was able to identify areas in the funnel that led to company success and failure. Additionally, FastSpring uses Fullcast.io to offload manual Salesforce related tasks, which allowed Brian Deignan to develop relationships with customers in order to meet their sales goals and pivot quickly.

About Fullcast.io

fullcast.io delivers a software platform that allows organizations to close and align the sales go to market planning cycle with the daily motion of sales execution. Organizations and leadership teams using fullcast.io benefit from:

- Integrated and collaborative, top down and bottom up sales go to market planning.
- Tracking plan versus actual in real-time to course correct for "plan drift".
- Speed and agility to keep the day-to-day sales execution motion aligned with the dynamic nature of an evolving and changing go to market.
- Planning and execution aligned without IT overhead, excel version control and data loads.