

“By expanding our geographic reach, WebEx helped us build our business to 5000 customers around the globe. WebEx solutions are part of our company culture.”

— Dave Kurlan, Founder and CEO, Objective Management Group, Inc.



Objective Management grows global customer base with WebEx.

Customer and industry

Objective Management Group, Inc., sales training consultancy

Cisco WebEx services

WebEx Meeting Center, Training Center, Event Center

Summary

With resellers and clients located around the globe, Objective Management Group wanted to roll out new products faster, accelerate reseller training, and reach prospects and customers more easily. The company adopted WebEx Meeting Center, Training Center, and Event Center to support reseller sales and product training, reach out to its market, and deliver keynote speeches remotely to executive groups. As a result, Objective Management Group was able to grow its customer base rapidly, while saving time and boosting employee productivity.

About Objective Management Group, Inc.

- **Line of business:**
Sales force evaluations, sales candidate screening
- **Headquarters:**
Westborough, MA
- **Number of employees:**
10
- **Target market:**
TBD
- **WebEx customer since 2000**

Founded in 1990, Objective Management Group, Inc. is the pioneer and industry leader in sales force evaluations and sales candidate screening. The company's sales candidate evaluations, Express Screens, have proven to be an accurate predictor of sales success in a variety of industries. Founder and CEO Dave Kurlan is the author of *Baseline Selling* and gives frequent keynote speeches on sales and sales management to audiences worldwide.

The challenge

In 2000, Objective Management Group realized it needed to improve training delivery and strengthen reseller sales. “We have an unusual, but successful go-to-market model,” says Dave Kurlan, Founder and CEO. “We interact directly with end-users but rely on authorized resellers to perform evaluations and screenings and present the results to customers. For this model to be effective, we must deliver excellent sales and product training to our resellers.” With 120 resellers in countries as widespread as South Africa, Hungary, and Lebanon, Objective Management had to travel constantly. “On average, we conducted in-person trainings in five cities over a three-week period every month,” recalls Kurlan. Objective Management needed a way to save time and increase productivity.

The solution

Throughout its history, Objective Management has taken a proactive approach to business technology acquisition. Explains Kurlan, “We’re always looking for the next leading-edge technology to help us grow our business.” As Kurlan recounts it, one of his associates had evaluated WebEx Meeting Center and was impressed by its capabilities. “Our first foray into WebEx was almost accidental, though,” he says. “We were on our way to conduct a regional training session in Los Angeles and experienced flight delays that kept us at the airport in Pennsylvania. We called WebEx and, within minutes, had our meeting room set up and everyone connected. WebEx even provided someone to sit in on the session in case we needed help.”

After this initial success, Objective Management rapidly expanded its use of WebEx. According to Kurlan, “We knew that WebEx Meeting Center would enable us to expand our training program. We started with monthly regional trainings, then moved to bi-weekly and finally, weekly sessions.” Today, the company also uses Meeting Center to host promotional web conferences for potential clients. In addition, Objective Management frequently joins resellers in WebEx presentations to clients, helping resellers clarify or expand on sales force evaluation findings when necessary. “WebEx makes it easy for us to reinforce the service resellers provide our customers,” says Kurlan.

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When WebEx introduced WebEx Training Center and Event Center to the market, Objective Management recognized it could leverage these solutions to meet specific needs more effectively. “Every fall, I participate in a speaking tour hosted by our resellers. Now, I conduct an increasing number of my keynote speeches through WebEx Event Center, reaching 100 to 200 CEOs at once. WebEx enables me to continue participating in these unparalleled sales opportunities while lightening my travel schedule,” says Kurlan. WebEx Training Center has had an equally positive effect. “Training Center is especially designed for online training delivery, and our resellers have noticed. They feel as if they are in the classroom with us,” says Kurlan.

The robust capabilities within WebEx make it easy for Objective Management to schedule and host online meetings, while creating an engaging audience experience. “The user interface is so simple,” notes Kurlan, “that it tends to overcome resistance from users who are not so technologically savvy.” In addition, Objective Management uses a number of WebEx interactive features, such as polling, chat, and white boarding. “I usually poll participants two or three times during the course of a session to keep them engaged,” remarks Kurlan. Participants ask their questions via chat. “During the second half of the session, I use the white board to illustrate the answers more effectively,” he says.

The benefits

WebEx enabled Objective Management to improve productivity significantly, maximizing sales opportunities and growing the company’s customer base. According to Kurlan, “When you consider that a typical business trip consumes two to three days and yields an hour or so in front of the customer, the time we save with WebEx is huge. WebEx made it possible for us to eliminate in-person trainings and use the time saved on travel to generate more revenue.” The company also credits WebEx with helping it increase market exposure. “We’re interacting with people we might otherwise not reach. By expanding our geographic reach, WebEx helped us build our business to 5,000 customers around the globe. WebEx solutions are part of our company culture,” he says.

WebEx strengthened Objective Management’s business development activities by providing closer, more frequent interaction with customers, prospects, and resellers. “Trying to find a common hour when everyone is available to gather in person can delay meetings indefinitely. WebEx meetings make it easy to find a mutually convenient time for all parties involved, facilitating the sales process,” notes Kurlan. Objective Management uses WebEx approximately 40 to 50 times per month to stay in front of the customer. “Thanks to WebEx, we now experience much greater continuity in business relationships with clients and resellers. WebEx provides the flexibility to conduct small customer

meetings or large events attracting hundreds of attendees, depending on our objectives,” he says.

WebEx also enabled Objective Management to transform operations through enhanced training capabilities that accelerate time-to-market. “With WebEx, we introduce new products and features to our resellers more rapidly, which enables them to deliver our services to the market faster,” says Kurlan. With a training program that is easier to fulfill and manage, the company keeps in constant contact with its resellers. “In the past, we waited until our monthly regional meetings to communicate with resellers. Now we provide training whenever we need to, ensuring resellers have the right knowledge to sell and deliver our products,” says Kurlan.

The future

Kurlan plans to continue expanding the company’s use of WebEx capabilities. “Because WebEx registration functionality automatically collects important data on attendees, we would like to begin using it for our promotional web events and eventually use it for our other sessions,” he remarks. The company is also discussing implementing live video streaming for Kurlan’s keynote speaking events. “My WebEx rep keeps me abreast of new features as well as those we just haven’t discovered yet. I hear from other vendors on occasion, but we’ve stayed with WebEx because it continues to introduce forward-thinking solutions and features,” says Kurlan.

Highlights

- WebEx enabled Objective Management to improve productivity significantly, eliminating in-person trainings and growing the company’s global customer base to 5000.
- WebEx strengthened Objective Management’s business development activities by providing closer, more frequent interaction with customers, prospects, and resellers.
- WebEx enabled Objective Management to transform operations through enhanced training capabilities that accelerate time-to-market.