

# Omnipresent uses dynamic book management to increase opportunity creation by 16%

How Omnipresent implemented Gradient Works and transformed SDR productivity

## THE CHALLENGE



Omnipresent makes it easy for companies to hire remote employees anywhere in the world. During covid, Omnipresent grew quickly, and it had to scale its sales team fast to keep up with the company's rapid growth.

As a result, they ended up with a less-than-efficient SDR organization. Accounts were sitting unworked in reps' books. Some reps were hoarding accounts, while others just didn't have time to work all of theirs. Attainment was suffering, and some reps were having a hard time hitting their targets.

### Key metrics

Omnipresent has seen increases in every one of their SDR KPIs since implementing Gradient Works, including:



**16%**

increase in opps created



**+66%**

increase in account touches



**+165%**

increase in calls

## SOLUTION

Omnipresent implemented a brand new process they named *SDR Central*. *SDR Central* provides structure for reps, making their account allocations more predictable, and it's powered by Gradient Works software. Reps are now dealt 50 new high-potential accounts every week, and they have weekly 1:1s with their managers to review account quality. With Gradient Works Bookbuilder, Omnipresent can now easily remove cold or disqualified accounts from a rep's name, and replace them with new leads.

"It's been really, really easy to get feedback on the dealt leads, and we can literally click a button to take the bad leads and replace them with better ones," said Will Bland, SDR Operations Analyst at Omnipresent.

Having more clarity into their account books, reps are now making more calls, completing more steps in their outreach cadence, touching more accounts, and most importantly - creating more opportunities. Calls are up 146%, total touches are up 66%, and completed cadence steps are up 63%. New opportunity creation is up 16%.

**"Now every SDR knows that every Monday they're getting 50 leads, and they can plan their days around that. Bookbuilder definitely helps the SDRs know where to focus, it helps them succeed."**

## SOLUTION CONTINUED

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Because there are now clear ownership rules, reps have been able to be more collaborative with each other, creating an SDR feedback circle, where they can share with each other what's working and what isn't. This is contributing to rep effectiveness and rep satisfaction.

Additionally, the new process has helped Omnipresent with data hygiene; their overall CRM data quality is improving as they identify and correct accounts with bad data, and as reps now update accounts more regularly.

### **45% of their new meetings came from Bookbuilder-dealt leads last month.**

And the total number of opportunities has already increased by 16%. Now more reps are hitting their targets. Every rep that has started since Bookbuilder rolled out is on target.

## BENEFITS

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- 1 Improved sales performance**  
Dynamic book management ensures companies cover more of their TAM. Improve rep productivity by automatically prioritizing accounts when they're most likely to buy. Increase the number of meetings, new opportunities, and attainment.
- 2 Balanced rep books**  
No more manual rebalancing or account distribution when a rep leaves or is promoted. Teams can adjust to changes in the market with flexible automation that ensures every rep's book is balanced and they all get a fair shot.
- 3 Increased RevOps efficiency**  
Teams can eliminate manual time-consuming spreadsheet (re)distribution processes with a simple app to distribute accounts quickly. That saves hours each month of RevOps time, and reduces complaints from reps about books.

**"With Gradient Works, we've been able to move to a much more dynamic account allocation model, and we're seeing improvement across the board. It's been truly transformative."**

-Marcos Hinojosa  
Senior Manager Revenue  
Operations and Business  
Applications, Omnipresent