



**MONDAYCALL**

## Emerging Athlete Management Company Takes Scientific, Data-Driven Approach to Sales

MondayCall Helps Kitman Labs build a Sales Infrastructure for a Complex and Global Market



### BACKGROUND

Kitman Labs has developed the world's most advanced athlete management system. Kitman Labs takes a unique, data-driven approach to preventative medicine in sports by utilizing statistical analysis, scientific research, and industry experience to help highlight, manage, and reduce the risk of athletic injury.

The team at Kitman Labs is comprised of experienced sports scientists who understand the individual nature of each sporting discipline, as well as the uniqueness of each club, team, and athlete. Developed to perform in the data driven world of elite sports, Kitman Labs harnesses available data to find the true source and cause of injury and to intervene before injuries ever occur.

### CHALLENGES

Kitman Labs had the unique challenge of being a new company in a new and fast growing industry. In order to scale to meet the opportunity, The Kitman Labs team needed to bring more visibility into their business process in order to objectively analyze their process to scale sales. Stephen Smith, co-founder and CEO noted, "We are selling a highly sophisticated and technical product to a highly sophisticated, technical audience. We needed a way to better understand all the parameters to a sale and to use that information to better improve our overall sales process."

Stephen Smith noted, "Our sales process is complex. The end-users are not always the decision-makers for purchase. We needed a way to successfully track all of the types of participants who play a part in the sales process."

## KITMAN LABS

### Vital Statistics

- Athlete Management System
- Headquartered in Menlo Park, CA USA with an office in Dublin, Ireland
- <http://www.kitmanlabs.com>

### Business Challenges

- New, sophisticated product in a new, fast growing industry didn't have established channels and sales processes.
- Needed more transparency into the sales process to track sales activity and participants involved
- Better visibility of deals in the pipeline was needed to forecast
- Ability to analyze opportunity cycle time and stage duration provided metrics that could be optimized

### Solution

- Migration from the Capsule CRM system
- Sales Cloud deployment to capture detailed aspects of the entire sales process
- Sophisticated sales participant tracking that could track influencers from team management, league management to sports trainers and strength coaches
- Multi-currency support for a global customer base
- Strong activity tracking so that up-to-the-minute communications could be tracked
- Capture leads from the Web and auto-distribute leads

### Benefits

- Ability to accurately map decision makers and influencers of the complex sales process
- Process infrastructure and data tracking provides detailed information on the demand generation to lead to sales and renewal process
- Strong visibility enables management to identify areas to improve prospect and customer communication



The main customer base for Kitman Labs are professional, collegiate and high school sports teams in multiple sports including basketball, football, soccer, rugby, baseball, hockey and more. Participants range from team and league management, to school administrators to athletic trainers and strength coaches. A typical college team may have more than 30 trainers. Understanding quickly who plays what part in the sales process is critical.”

Kitman Lab’s original CRM was unsophisticated and inflexible in its ability to track all of the components of the pipeline. The sophistication of the Kitman Labs product offering and market demanded a customized solution and not a “one size fits all” approach.

## SOLUTION

Kitman Labs selected MondayCall Solutions to set up their Salesforce infrastructure. Kitman Labs is a global company that serves sports teams around the world. Thus, multiple currencies would also need to be supported.

MondayCall worked with both the California and Dublin-based team members to understand the requirements and architect a system that would track the system from lead to customer. This required set up of the process and infrastructure for demand generation, lead-handling from the Web and other sources, auto-lead assignment and handling, sales process stage tracking, deal closure and renewal. Not unlike their own product offering, Kitman Labs needed strong metrics on their sales process, which meant setting up process flows that captures detailed information and provides data in reports and dashboards so that management could track the sales

Stephen Smith noted, “The Lead Consultant and PM were incredibly helpful, professional and thorough. I would have no hesitation in working with them on further projects as they were exemplary in their work, approach and level of care.”

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- Stephen Smith  
Co-founder and CEO

## BENEFITS

The new infrastructure has enabled Kitman Labs to gain better visibility into their sales process from demand generation to renewal. Activity tracking enabled Kitman to have up to the minute control of every prospect and customer interaction.

Stephen Smith said, “Sports science is a relatively new market and does not have established sales channels. Because we have a sophisticated and innovative product, we felt it was important to have strong visibility into the customer process so that we can improve our service to our prospects and customers. By systematizing the process and measuring all aspects of the sales, we can find additional ways we could service our customers, quickly find and address bottlenecks and just make the overall experience better for our prospects and customers.”



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