ZONES™

EXECUTIVE SUMMARY

How Fullcast Enabled Zones to Optimize Resources from the Ground Up

ZONES™

With a goal of optimizing the way territories and resources were being allocated, Zones looked to Fullcast to help it achieve balance while performing intricate bottom–up planning.

50%
REDUCTION IN ACCOUNT SUPPORT PAYROLL

> Fullcast is the only system I've seen that can actually work in the trenches and provide visibility all the way up to the top.

John Shaffer
Former Sales Operations Manager
at Zones

CASE STUDY

Achieving RevOps Balance with Fullcast

Want to balance your territories (and all your go-to-market, really)? Learn how Fullcast helped Zones achieve balance.

THE COMPANY

Zones, LLC, is a $2 billion global IT solutions provider committed to helping businesses complete their digital transformation by partnering with leading technology brands and focusing on four key solution environments: workplace modernization, network optimization, data center transformation, and security fortification.

THE CHALLENGE

Zones was seeking a way to improve account management and correct imbalances. In the current system, it was difficult for a long-tenured sales rep to divide their time effectively between multiple types of customer profiles (such as several smaller accounts vs. a single large account) in their large client portfolio.

"We were trying to make sure that we could segment our whole customer base and balance our customer base against our internal resources," explains John Shaffer, who managed Zones' sales operations team when it made the decision to implement Fullcast into its tech stack.

In addition, Zones had no territory visibility and struggled to see how territories were performing until it was too late to affect the outcomes. This made it difficult to perform accurate forecasting and territory planning, which is one reason why its coverage model was delivered three months behind schedule.

THE STRATEGY

Fullcast solved Zones' GTM management challenges by providing the following:

Detailed Territory Planning

Coverage and Capacity Management

Faster Growth Opportunities

> " [Fullcast] is a wonderful capacity management tool that has the ability to develop into something that's more automated and can actually help you have fewer resources aligned as you grow and scale. "

John Shaffer
Former Sales Operations Manager at Zones

DETAILED TERRITORY PLANNING

Fullcast's bottom–up approach enabled Zones to perform what-if analysis and assess each account to create balance within each rep's portfolio. With this data in hand, the team was able to perform territory planning much faster and more efficiently than it had previously been able to accomplish.

COVERAGE AND CAPACITY MANAGEMENT

By performing capacity and coverage planning in conjunction with territory planning instead of parallel to it, Zones' customer acquisition and development (CAD) team was able to optimize resource allocation in fewer steps. "(Fullcast) is a wonderful capacity management tool that has the ability to develop into something that's more automated and can actually help you have fewer resources aligned as you grow and scale," says Shaffer.

FASTER GROWTH OPPORTUNITIES

With a balanced productivity plan in place, Zones was able to forecast more accurately to develop realistic targets and allocate resources appropriately. This enabled the sales operations team to spend less time scrambling to deliver its GTM on time and more time driving revenue.

FULLCAST

WANT TO GET SIMILAR RESULTS FOR YOUR ORGANIZATION?

Fullcast's territory management software gives you all the tools you need to streamline sales-planning processes and boost revenue from the ground up.

On average, Fullcast clients receive the following:

90% Decrease in implementation time

25% Increase in sales team satisfaction

30% Increase in quota attainment

To see Fullcast in action, book a risk-free demo at fullcast.com.

(949) 813-0182

2223 S. Highland Drive
Salt Lake City, UT 84106