

# West Shore Home Increases Average Sales By Leveraging Ingage to Connect with Customers

## Overview

West Shore Home provides high-quality, convenient home improvement services that meet the needs of modern, time-strapped homeowners. The company is known for its swift, no-hassle services, accredited to its in-house installation capabilities and ability to often deliver fast turn-arounds on free quotes. It's a model that clearly works: The business is rapidly expanding, recently adding offices in Kentucky and Indiana in addition to its locations throughout Pennsylvania, the Carolinas, Georgia, and Florida.

## Challenge

Now with 13 locations, West Shore needed an engaging, customizable way to empower its sales team to communicate the company's unique value, tailor its offerings across locations, and meet each prospect's needs.

The company needed a more flexible and engaging marketing and sales solution that would ensure its sales teams effectively delivered corporate messaging and leveraged updated design, product specs, pricing, and estimating templates.

## Results

West Shore Implements Ingage to Engage Customers, Closes More Sales

Control over the information presented to prospects is important to West Shore. They needed to ensure that sales teams, spread across offices, were using a consistent message while representing the company.

"We operate a tight sales cycle, but now we're seeing a higher close closing rate and higher average sales since the implementation of the Ingage Sales Enablement Suite"

"We wanted to take back control—ensure our core brand elements remain consistent—while giving sales flexibility to customize presentations, and then soliciting their



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**-Tom Aleman, Marketing Strategist West Shore Home**

feedback and recommendations on what the marketing team could adjust or create based on their interactions with customers."

Sales representatives now have access to current sales presentations that align with marketing objectives. Updates and revisions are pushed to the field, ensuring they have the most up-to-date content and can tell a consistent story, enabling them to increase the number of sales they close.

"With Ingage, we have seen the value of our average sale increase by 9%," said Aleman. "Ingage paid for itself within the first month."

## Ingage Metrics Provide Insights for Improvements

Ingage presentation analytics automatically measure each viewer's engagement with the presentation and present in an analytics dashboard, allowing sales, sales enablement and marketing to learn from every presentation given. The metrics allow sales leaders to understand how presentations are capturing and retaining audience attention, down to each slide. They can see who is viewing the

presentation, how it is viewed, and how often.

"Learning from these metrics, we can provide teams with feedback about the flow they are using in a sales meeting, suggesting, for instance, where they might consider spending more time to boost results," said Aleman. "Sales reps who leverage Ingage sell two to three times more than those who rely on outdated methods."

## Solution

Ingage Impacts West Shore's Bottom Line and Spurs Growth

"We operate a tight sales cycle, but now we're seeing a higher close closing rate and higher average sales since the implementation of the Ingage Sales Enablement Suite," said Aleman.

West Shore's marketing teams are now sharing their expertise with others who hope to see similar results. "This new platform for presenting during the consultation is so effective that we've also received several inquiries from people who would like us to design their sales presentations."