

Converting clients for B2B service providers.

Maximizing reviews on G2 Crowd gives exposure and credibility to close big deals.

B2B SERVICE PROVIDER CASE STUDY

The Challenge

Winning by Design sought to accelerate the organic, word-of-mouth growth of its customer base in the highly competitive market for services to software as a service (SaaS) companies. The challenge was to find new ways to engage with potential customers using a third-party platform that offers curated and authenticated reviews and feedback. Verification was essential to ensure the integrity of the information shared and to help users learn from the experiences of others. This led Winning by Design to partner with G2 Crowd and its platform of in-depth verified user reviews, which offer a “real-world laboratory” for buyers with relevant experiences.



Winning by Design helps software as a service (SaaS) companies and other high-velocity B2B sellers design or transform their sales through consulting, training, and coaching services. Winning by Design has a proven high-velocity and customer-centric selling methodology that encompasses prospecting, winning, and growing, and the organization is trusted by more than 150 B2B and SaaS companies worldwide.



1,567% ROI within six months of engagement with G2 Crowd

Results

Thanks to exposure on the G2 Crowd platform and its detailed, candid reviews, Winning by Design was able to capture the attention of a major prospect for its services. The platform provided by G2 Crowd gave Winning by Design the introduction it needed to engage with this company. At the time of this deal, Winning by Design had more than 70 reviews on its G2 Crowd profile, with an average rating of 4.8 stars—14 times the number of reviews of its nearest competitor. Not surprisingly, soon after initial contact, the new client was sold on Winning by Design's services, and the company found itself with an ROI of 1,567% within six months of working with G2 Crowd.

Winning by Design found other benefits to working with G2 Crowd, including a customer-centric approach to providing references. Existing customers write a single G2 Crowd review for Winning by Design, instead of being asked to speak with multiple potential new clients to provide references. New prospects can then be directed to these reviews on G2 Crowd. The reviews also capture "best practices" shared among customers for how to work most effectively with Winning by Design.

The Action Plan

As part of its ongoing marketing strategy using G2 Crowd, Winning by Design encourages customer reviews. The company asks for feedback, positive or critical, but it does not believe in paying for a review. As Winning by Design has found, many customers often volunteer to write a review with candid feedback to explain their own experiences and to help educate others.

In addition, Winning by Design utilizes many of the features offered by the G2 Crowd platform, including a customized landing page, review page, and G2 Crowd widgets. Through the G2 Crowd website, Winning by Design continues to elevate its brand awareness and win new clients as it interacts with potential customers and procures insights from G2 Crowd data.

Are you a B2B service provider? Talk to us today and learn how to increase your sales with reviews.

“G2 Crowd's authenticated reviews help educate potential clients. We see this as essential to helping us move our business forward as we pursue organic growth. This is an approach that works. A significant new account would not have been won if not for our stellar reputation and fair critiques from customers featured on the G2 Crowd site.”

Jacco vanderKooij,
Founder and Managing
Partner, Winning by Design