

CASANA

# Unlocking Sales Lead Qualification

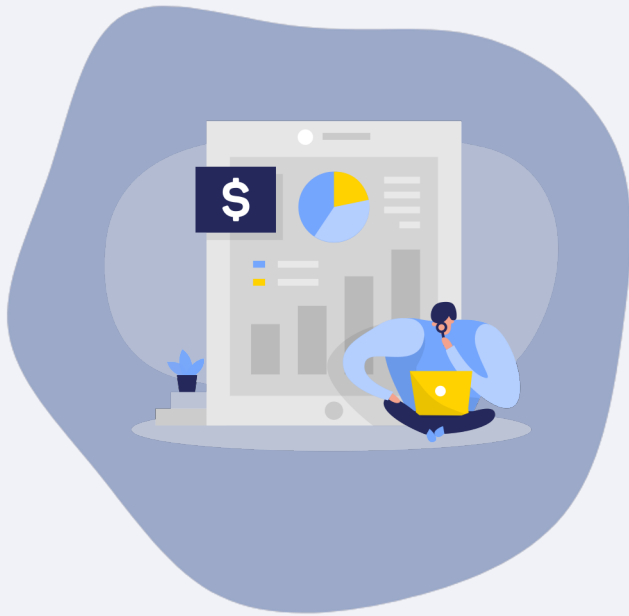


How a Casana Product Owner gave our client  
a **6-figure revenue boost** by rethinking their sales process

How he did it



## Problem



The client has a multi-step sales process in which leads must provide photos of their physical environment. It helps the client qualify them and plan system setups.

Yet many forget to follow through and aren't qualified for a sales call - resulting in significant lost sales.

How he solved it



# Solution

The Casana Product Owner saw two options:

- 1) Keep asking for photos from leads
- 2) Find a workaround and use other data

After testing several solutions, he opted for an open-source database to get proxy data for planning system setups and for becoming more customer friendly.



What was the outcome



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## Outcome



The Casana Product Owner streamlined the sales process. Resulting in:

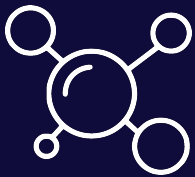
- Shorter sales cycles
- Reduced churn
- 6-figure revenue increase for the client

How the client found the PO



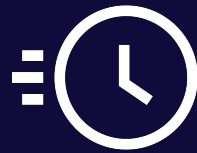
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