

Playworld

Lewisburg, PA, USA

Leading manufacturer of imaginative playground and fitness equipment.

Third-party distributors sell to North and South America, and throughout the world.

Key initiatives met

- Increase brand visibility
- Boost internal productivity
- Meet the channel's demand for new and effective sales tools

SITUATION

Counting on third parties to deliver the message

Like many small-to-midsized companies, Playworld sells exclusively through third-party distributors. “We have about 35 independent distributors under contract,” says Jeanne Bernt. “We wanted them to use our branded materials as part of the Playworld family. Reps would tell me, ‘we don’t use any of your presentations.’ So one of our challenges was to establish a consistent brand identity.”

Providing the right branded materials – and making them easy to find – was an important step. “We needed a sales enablement solution. We had a bulletin board that was eight or nine years old, but nobody took ownership of maintaining it internally. Assets were outdated. There was no search function. It got to the point where our CEO, who was overseas writing an RFP, needed the help of two people and three programs to track down current product specs. That was the last straw.”

SOLUTION

“We’re always there for them through SAVO”

“SAVO is a great fit for our company and culture,” Bernt says. “Our distributors are relationship sellers. Their sales process can take six months, sometimes up to two years. When it’s decision time, they’re in trouble if they don’t have exactly what they need, when they need it. SAVO is ready, even when there’s a time zone difference and they can’t reach us on the phone.”

RESULTS

“SAVO helps us capture new revenue opportunities”

“It was very important for our whole channel to get on the same page with one brand, one consistent message and a consistent sales process. SAVO helped us achieve that quickly,” says Bernt. “Our distributors love SAVO. They use it every day to download current, relevant, brand compliant content. We are putting the right tools at the right time into their hands. I’m sure that will bring us revenue we wouldn’t have captured before. We look like a bigger company because we are a bigger company, and we’re able to show that to the world through using assets in SAVO.”

“They were using old materials ...
It was our fault for not giving them
something like SAVO”

—Jeanne Bernt, Sales Enablement Manager,
Playworld Systems

“SAVO pushes the right information at the right time to the channel”

“Our goal was to make sure that all of our reps had the newest materials,” says Bernt. SAVO keeps the global sales channel up to speed. It notifies reps when a document has been updated. New tools and product materials are easy to find. “Whenever we launch a product, we use SAVO as the introduction tool,” says Bernt. “We have a kit for each product with sales sheets, dealer sheets and presentations. Our reps don’t always pay attention to every email. But even if they miss an email about a new product, I know they’re logging into SAVO almost every day. So they’ll get all the information as soon as we have it ready.”

Creating better assets while saving time

Like any company, Playworld invested time and money creating sales assets. But were those assets used? Were they doing the job? “Before SAVO we didn’t realize when we were missing the mark,” Bernt says. “We learned a huge amount in just the first couple of months. SAVO Insight tells us what reps are searching for, which pages they’re visiting and which assets they’re downloading. We quickly saw that reps were searching for RFP and bid assets we didn’t have. So we created those assets and pushed them to the field. SAVO helps us determine how to allocate resources and produce assets the reps will actually use.”

SAVO has another benefit for Playworld’s staff. “We were surprised at the time efficiencies,” says Bernt. “We hadn’t realized how much time we spent catering to the sales reps who needed help finding assets. Now they can find the assets on SAVO and we have more time to move forward with our strategic thinking. This is a huge productivity gain for us in many functional areas of the company.”

“SAVO allowed us to customize the experience”

“SAVO is the right solution for Playworld because they care about our business and helping us achieve our goals,” says Bernt. “We saw that concern from the start. It carried through implementation and continues to this day. Attending the SAVO Summit showed me they’re constantly working on improvements. SAVO doesn’t stop. And neither will we.” In fact, the next step for Playworld is to integrate its SAVO system with Salesforce.com so distributors can make efficient use of a common sales process.

“What I like best about SAVO is the ability to customize at a price point where other vendors offered only static solutions,” says Bernt. “We are a family company with family distributors. We want them to see Playworld when they visit our site, not some generic sales portal. Our brand presence is felt the moment a rep signs in. SAVO gave us the flexibility to make it ours.”

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