

# Alchemy Cloud Captures Relevant Sales Intelligence with Wingman



*Alchemy Cloud is a comprehensive SaaS solution for product development, integrating point solutions like ELN, LIMS, PLM, and artificial intelligence modeling and predictions in a manner proven to get products to market easily, accurately, and faster.*

—The key benefit of having Wingman is that most of our sales motion isn't left to as much guesswork as in the past.

Zachary Woods  
Director, Sales & Client Development

CHALLENGES	GOALS
Alchemy Cloud's cadence tool and meeting recorder couldn't support their growing team.	Move sales ops to a platform that would level up their sales opportunity management process.
They didn't have an easy way to document what success looked like for new hires.	Introduce an outbound team of BDRs and onboard them quickly.

# How Alchemy Cloud Uses Wingman to Remove Guesswork from the Sales Motion

## Capture usable sales intelligence

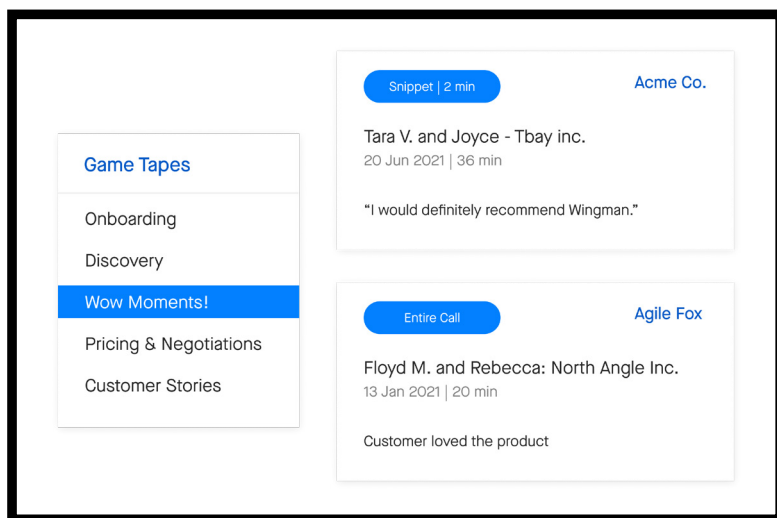
Alchemy Cloud uses Wingman to capture sales intelligence from initial prospecting via outbound phone calls to fielding final due-diligence questions. All of the information is cataloged, labeled, and searchable inside of Wingman, noted by highlights, key moments, and important takeaways that the team can leverage later in the sales process.

Wingman isolates and identifies points in different calls that help everyone be more successful, like reinforcement and coaching around customer qualification and surfacing differences between an exceptional demo and a mediocre demo.

## Onboard new reps better and faster

With Wingman, Alchemy Cloud's onboarding goes beyond checking the boxes to reinforce and transfer knowledge. Wingman documents what success looks like and gives managers an easy way to teach reps how to get to that state, via:

- **Learning plans:** Alchemy Cloud catalogs game tapes with all information new hires need to consume.
- **Feedback loops:** New reps have to write prompts in their onboarding game tapes and tag their manager, who is notified by Wingman that it's time to provide input.
- **Ad-hoc:** The team creates playlists around important topics, e.g. X customer objections. Reps can go in and listen to these when needed.



*Game tapes are like Netflix for your sales calls.*

—Our sales motion information capture is not just about phone call recordings; it's about knowledge capture and transfer. And with Wingman, we can capture that knowledge and direct new reps to our game tapes or playlists of relevant topics.

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