

## Rosetta Stone: Streamlining Effectiveness and Impact

Rosetta Stone – chances are you know their name. They are one of the most trusted and well known brands in the language learning industry with more than 1,100 employees in countries around the world. They make learning another language enjoyable and effective whether you are an employee or staff member, individual consumer or one of the thousands of students introduced to them through your school.

### Business Drivers

Rosetta Stone was looking for ways to increase productivity and proposal quality across their global sales organization. Before Qvidian entered the picture, responding to RFPs (Requests for Proposals) was an arduous process with many people involved in answering questions. Proposal writers had to continually go to Subject Matter Experts for answers. The Subject Matter Experts would search their systems to provide answers, many times answering the same questions over and over again.



### Qvidian Solutions:

- Proactive proposals
- RFP responses
- Content library
- Multi-language support
- Salesforce integration

**“The ability to quickly build proposals and effectively provide solutions to our clients is critical to our success. Qvidian has helped increase our productivity, improve our processes, and enabled us to reach our goals.”**

Julia Taylor, Proposal Manager,  
Rosetta Stone



**In addition to automating an efficient process, Sant teaches us how to approach a proposal, how to think like the customer and write to what matters most to them.**

## Approach

Rosetta Stone needed help in streamlining their process, increasing efficiency by eliminating redundancy of efforts, but Qvidian benefitted them in many more ways than simply providing a process for gathering answers and a repository for holding that information. Qvidian literally wrote the book on proposal writing, **Persuasive Business Proposals**. This book was written by Qvidian co-founder, Tom Sant. In it, he describes how to write a winning proposal every time, and expands on that in his e-guide, **“The Seven Deadly Sins of Proposal Writing”**. While many companies focus on automation, Qvidian knows the value of substance.

In addition to automating an efficient process, Sant teaches us how to approach a proposal, how to think like the customer and write to what matters most to them. This customer centric approach along with other critical elements such as qualifying the opportunity, how best to structure the document, differentiating your company, offering a compelling value proposition and ensuring your own credibility by making it easy to read and eliminating mistakes — this is what takes a proposal from being just “ok” to being a winner. Rosetta Stone embraced this approach and applied the automation process, and when they did, they found the quality of their proposals shot straight up.

Rosetta Stone took advantage of Qvidian's:

- Content repository
- Search function
- Global language support

They benefitted by:

- Gathering information one time and sharing it easily
- The ability to tailor a proposal by products, pricing, summary, and more
- Salesforce integration – linking proposals to opportunity records

## Impact

The result? Creating proposals that feel 100% better than what they had pre-Qvidian. When you produce huge quantities of proposals each month and have to meet the needs of a very large sales team, improving the quality even slightly is significant. Improving it a great deal can't help but impact win rates. Rosetta Stone is enjoying those increased win rates for both RFPs and proactive proposals.

Making it easier to get those RFPs and proposals out the door in a timely fashion is another benefit. Before Qvidian, Rosetta Stone averaged 2-6 hours per proactive sales proposal. With Qvidian, those 2-6 hours are often reduced to 20 minutes. Hours reduced to mere minutes. What could you do with an extra 6 hours in your day?



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For Rosetta Stone, creating the proposals is now easier because questions have answers. They are stored in one place, and are easy to find with meta data that pulls them up in an instant. They are shared across the company giving access to everyone who needs them. Subject Matter Experts have their time back. Sales team members can spend more time selling now that processes are streamlined and efficient. Visibility is gained and success can be tracked with sales proposals tied to opportunities in Salesforce. And, best of all, content is improved. By applying the teachings of Tom Sant, those who receive the proposals are happy to read them. They feel respected, valued and heard. This approach complements Rosetta Stone's high quality brand and product.

The effectiveness and impact are enhanced by Qvidian's ability to store documents in any language and to be able to build proposals in those languages. Speaking to the customer's needs often requires communicating in their native language. Rosetta Stone is now building proposals in American and British English, French, Spanish, Portuguese, German and Chinese. They can easily add more when the need arises. By streamlining



Rosetta Stone serves the language learning needs of thousands of individual employees, students and schools around the globe.

the question and response process, information can be translated one time, and then included appropriately in the build process saving more time and money.

As Proposal Manager, Julia Taylor states, "Qvidian is very important to the success of our company. Without Qvidian, we would lose our ability to streamline and execute our proposal response process. I can't imagine going back to life before Qvidian."

## WORKING WITH QVIDIAN ROSETTA STONE ACHIEVED:



**Increased  
Productivity**



**High  
Quality**



**Hours Reduced  
to Minutes**



**Improved  
Responses**



**More  
Wins**



## upland Qvidian

Qvidian is the premier provider of cloud-based RFP and proposal automation software, helping more than 1000 companies worldwide win more business with better processes, improved productivity and more effective sales documents. Qvidian offers the only proposal automation solution fit for an enterprise, offering security, compliance and simplicity at scale. Passionate about helping clients build persuasive sales content and win more business, Qvidian also offers expert advisory services and community building opportunities to its global client base.

### Contact

[uplandsoftware.com/qvidian](https://uplandsoftware.com/qvidian)

[email: qvidian@uplandsoftware.com](mailto:qvidian@uplandsoftware.com)

**phone: 1-800-272-0047**  
**+44 (0) 207 193 3059**

