2016 Internship - ExecVision

I spent this past summer in my hometown of Washington, D.C., interning for ExecVision, a software company owned by Vorsight and headquartered in Arlington, VA. Vorsight is a Business to Business (B2B) appointment setting firm that specializes in the first third of the sales process--specifically cold calling. Vorsight runs on the phone calls its employees make all day, and its CEOs realized they needed to use recordings of their employees calls to figure out what is driving their business. Initially they used a software that organized the company’s phone call recordings into a platform accessible to company members—the bare bones. Vorsight was in the position to purchase this software about three years ago, and turned it into what is now ExecVision.

ExecVision has turned into the most innovative software of its kind. ExecVision takes a company’s unused call recordings and organizes them into an easy to use platform. Most sales teams record their calls, but, without ExecVision, are unable to use them. Each user from a client company is uploaded onto the platform and has their own profile, complete with a name and a photo. Depending on the settings chosen by the company’s leadership, users can view not only their own calls, but the calls of others’ in the company. Users can markup calls on the platform, tagging and highlighting sections, even commenting on segments of the call. Users can also ‘request coaching’ from their managers, which will flag these calls so their managers know to provide feedback to that specific call. Calls are also searchable, and users can filter through several categories to find calls or types of calls they are looking for.

I contributed to ExecVision’s team as a Marketing and Operations Intern. On a day to day basis, I was creating marketing content and assisting my manager, Ghizlaine. As a startup, there is a relatively small team to address a multitude of projects, issues, and jobs. Ghizlaine was
constantly busy with 10 very different tasks, so I helped to alleviate many of the operations tasks that would slow down her day. This involved using Salesforce and ExecVision itself to add, edit, and integrate users between our technologies. Towards the end of the summer, ExecVision rolled out an entirely new interface. I was involved in beta testing and collecting beta testing surveys.

One of the more significant projects I worked on was a sales eBook. Though not a direct marketing or endorsement of the product, the ExecVision CEOs wanted to use their knowledge and expertise in sales to promote exposure of the brand. I was given rough outlines of topics to cover in a reader-friendly format. I knew nothing about sales and sales strategies, so this exercise was initially very difficult. Ghizlaine coached me through the first few sections, and I was then able to continue working on the eBook on my own. I also attended meetings with a marketing consultant, where I helped design the eBook and its content. The writing skills I have developed in Sewanee’s English and History courses prepared me immensely for this task. My supervisor felt that she could give me a task and know that it would be done well because of my strong writing abilities.

One of my favorite assignments was creating blog articles for ExecVision’s website. There is a whole sub-culture of sales celebrities and sales blogs that salespeople follow and read. ExecVision’s blog is an important marketing technique, and I was asked to write as many blog articles as I could think of. The first blog I wrote was about call recording laws. Many of ExecVision’s prospective customers have questions about call recording laws because of the nature of the software—it uses call recordings. I had to look through actual U.S. law code and put it in digestible English for our customers. This was more interesting than it sounds, and the two CEO’s were extremely impressed with my work, which made me extremely proud of myself—it has been shared almost 100 times on LinkedIn!
My favorite blog article was on a topic that I thought of myself. I decided that our customers and sales leaders would find it interesting to hear the perspective of inside sales people who use ExecVision—meaning the people calling all day. Because ExecVision and Vorsight share an office, I was friends with many of the Business Development Associates (the people calling all day), and I asked two if I could interview them for my article. I did not realize it at the time, but I chose two entirely different salespeople—Katherine and Alex could not be more different. This made for a great piece. I asked them about how they use the software, and how it has allowed them to grow and improve as salespeople. Once the article was sent out to the ExecVision team, everyone was quick to respond with praise. Without trying, I had quotes from users about the effectiveness of ExecVision—an extremely potent marketing material.

The company culture at ExecVision and Vorsight should not be undervalued. Small things like team lunch on Fridays make for a fun and inclusive work environment, which cultivates friendships and hard work. ExecVision opened my eyes to the tech world, which I did not originally consider due to my inadequate technology skills. I would love to work at a company like ExecVision that has a great technology product and great company culture. I am not sure if marketing is where my heart is, but I am open to anything that will allow me to showcase the writing skills and analytical ability I have developed while pursuing my history major. I liked the fast paced and productive environment of ExecVision, which was a welcome departure from the environment I experienced on the Hill and in an NGO during previous summers.