

CASE STUDY SIMULATION

for ERP Partners to sell more effectively

Value-Added Partners in Mexico and North Latin America for the world's largest ERP Software Solution Vendor

CLIENT'S SITUATION



- ✔ This global leader of ERP software & solutions provider uses many value-added resellers to target and cover small and mid-size (SMB) companies in Mexico, Central America & Colombia
- ✔ These resellers have strong technical knowledge to customize and implement their ERP solutions, but they lack the ability to articulate business benefits and guide customers through the entire ERP journey
- ✔ The client wanted to develop better consultative selling skills to their 40+ resellers so they could interact at executive levels, speak in business language and as a result increase pipeline, win rate and average deal size

THE SOLUTION



Sales Outcomes developed a simulated case study – very close to the real world -where salespeople, organized in competing smaller teams, had to interact with the executives of this simulated prospect. It included:

- ✔ Four Teams of 5 sales professionals to compete for the sale, including one partner manager from our client in each team
- ✔ Teams to prepare and engage with different prospect's executives to understand their business problem, develop solutions, present and negotiate to win
- ✔ Simulated case study allowed participants to put sales abilities into practice, and receive prompt and direct coaching from instructors, as well as from other competing teams, after each interaction

OUTCOMES



Six months after the program ended, the client reported:

- ✔ 19% increase in sales pipeline value
- ✔ 14% increase in average deal size
- ✔ Shortened sales cycle by 26 days
- ✔ 15% improvement in win rate