

COUNTRY-WIDE SOLUTION

to standardize and improve sales performance

Technology and services company in key LATAM emerging market with \$400M annual revenue

CLIENT'S SITUATION



- ☑ Lack of country-wide standards or best practices translated into very little teamwork, inconsistent results and lack of confidence in sales' ability to hit forecast predictions
- ☑ Hands-off management style by previous country leader had created a 'culture of the individual'
- ☑ The client has exclusive business-to-business customer segments from both direct and channel sales

THE SOLUTION



Sales Outcomes deployed a full solution for sales assessment, coaching and performance monitoring. Key services we performed included:

- ☑ Comprehensive sales assessment of 200 employees
- ☑ Critical success factors and strategy deployment workshop
- ☑ Coaching to 12 sales leads to raise pipeline, forecast and opportunity performance

Created Salesforce.com reports and dashboards for sales pipeline and performance, including coaching managers on how to use them.

As a result of our assessments, sales managers were able to put the right sales professionals in the right positions. Coaching and performance monitoring resulted in a dramatic clean-up of \$100M in 'fake' deals in the pipeline, ultimately enabling the sales team to achieve 96% of their revenue forecast (the first time in three years!).

OUTCOMES



- ☑ 30% increase in win rate
- ☑ 5% increase in gross margin year-over-year
- ☑ 96% achievement of revenue forecast
- ☑ 50% reduction in deals stuck in the same stage, over a 6 month period
- ☑ Eliminated 30 hours of administrative meetings/month, while increasing forecast accuracy and reliability