

NORTH AMERICAN SOLUTION

to standardize and improve sales performance

**Technology and services company in
U.S. and Canada with \$10B annual revenue**

CLIENT'S SITUATION



- ☑ Current quarter was in crisis due to inability to predict which large deals would close in that quarter
- ☑ Executive escalations were not happening early enough in the quarter to make in-quarter difference
- ☑ Lack of clear-steps-to-close and reliable sales forecast for that quarter
- ☑ The client has exclusive business-to-business customer segments from both direct and channel sales

THE SOLUTION



Sales Outcomes deployed targeted sales coaching to specifically identify and close key large deals during one full quarter. Key services included:

- ☑ Coaching 100 sales managers
- ☑ Instituted process where experienced sales leaders met with ~100 sales managers weekly to review 900 opportunities valued at \$1.4B
- ☑ The meeting purpose was to validate key deal data, identify steps to close and escalate deals
- ☑ Identified root causes for unreliable data, key activities needed for a successful pipeline management each quarter, and established plans to begin the next quarter with

OUTCOMES



- ☑ \$320M Wins recorded, which included \$54M incremental from the original forecast
- ☑ \$659M of opportunities validated, with close date moved to subsequent quarters
- ☑ \$183M removed and cleaned-up due to errors/duplications