

POST-MERGER SOLUTION

for improved integrated sales team performance

Financial services new US subsidiary in Brazil with \$30M annual revenue

CLIENT'S SITUATION



- ☑ Different cultures and entrepreneur sales process in local companies
- ☑ US Headquarters wanting merged entities to follow global standards
- ☑ Poorer-than-expected results post-acquisition
- ☑ Lack of country-wide sales standards or best practices, including no integration with existing global standards
- ☑ Complete reliance on manual spreadsheets with no KPI's or dashboards

THE SOLUTION



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

- ☑ Coaching of 5 sales leaders and 25 reps over a 6 month period
- ☑ Implemented business standards and best practices to drive consistent terminology, pipeline and forecast management
 - Followed corporate standards wherever possible
 - Created in-country standards only where necessary
- ☑ Migrated two acquisitions to standard Salesforce.com structure and definitions
- ☑ Assisted sales reps to close top deals each quarter
- ☑ Created Salesforce.com standard reports and dashboards, including coaching managers to use them effectively

OUTCOMES



- ☑ 42% improvement in Win rate
- ☑ 20% increase in Sales productivity
- ☑ Shortened sales cycle by 20 days
- ☑ 100% adoption of Salesforce.com reports and dashboards to manage pipeline and forecast reviews