

Customer Data
Integration Company



Harvesting New Opportunities to Serve Existing Customers

This \$400 million customer data integration and services company has earned a reputation among its customers as being an outstanding services provider that is very responsive to the needs of clients. In order to meet an annual growth goal of 22 percent for the company, the executive leadership team recognized that they needed to empower the sales teams to not only react to customer requests, but to have a long-range outlook for other opportunities within each account. They wanted to build proactive programs within the company's key accounts to extend the pipeline view beyond 60 days and help their customers better anticipate future needs.

"Our teams have used CPS processes to increase penetration in existing accounts and position the company as a solution provider that can add value to our clients."

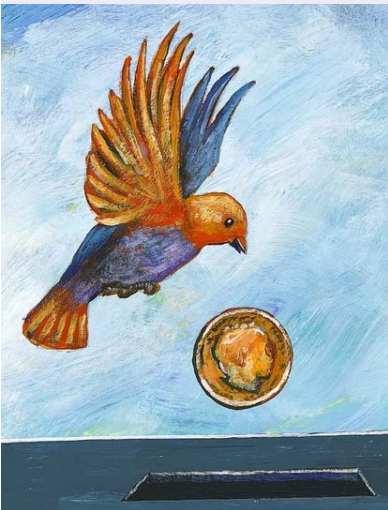
- Group Leader

Critical Path Strategies defined processes and coached for long-term success.

Critical Path Strategies (CPS) was engaged to help develop and define a new sales process. Through interviews with key stakeholders, CPS evaluated the company's current sales strategies, processes, and technologies and made recommendations for a new sales model. The sales teams rallied behind what the company leader called the "Sales and Marketing Culture"—a set of clearly defined strategic processes and tools to drive new business within existing customers and build strong relationships with new customers and prospects.

At the beginning of the year, CPS worked with the sales teams to target the top 11 accounts. During the 12-month program, each sales team, comprised of account leaders, delivery leaders, and sales leaders, was partnered with a CPS coach who helped them analyze their accounts and develop consistent strategies and action plans to present the company as a high-value solution. The sales teams were tasked with achieving a collective quota of almost \$30 million in new revenue from existing customers. On a regular basis, the sales teams and coaches checked the status of assigned milestones, discussed special challenges, and made adjustments to the action plans. Additionally, the executive leadership and account teams participated in quarterly account planning reviews to report on the status of each account and make mid-course changes.





ABOUT CPS. Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.



www.cpstrategy.com

Account teams exceeded their goals and established company-wide processes.

CPS made a commitment to the company that by using a more strategic methodology, the sales teams would exceed the expectations of the executive leadership. Overall, the sales teams achieved 107 percent of their collective goal within the company's top 11 accounts, and over four years increased revenue from \$250 million to \$400 million.

"CPS has enabled our sales teams to see well beyond our initial 60-day view of the opportunity pipeline," says an account manager. "The consistent planning process and resulting long-term strategies have given us a window beyond 11 months."

Upon completion of the top account program, the company's new Sales and Marketing Culture was implemented across all business units of the Services Division and became core curricula for new account teams. The company also implemented CPS Strategy Manager, a LotusNotes®-based application that allows sales teams to collect and collaborate on information, as well as share strategy and call plans.

For more information about this client, contact CPS Client Services at clientservices@cpstrategy.com.

Visit our blog . . . [Selling Point Live](#)
Join our LinkedIn Group . . . [The Best Best Practices in Sales Effectiveness](#)