

e-Commerce  
Solutions Provider



## Creating a New Sales Culture Improves Company's Opportunity Pipeline

*This e-commerce solutions provider accelerates the creation, integration, and continuous improvement of enterprise-class e-business applications. By providing robust solutions that address all aspects of the application development life cycle, their products help companies rapidly enter new markets and capitalize on evolving business opportunities. Customers include Fortune 1000 companies who are world leaders in implementing JAVA and SML technology for unlocking competitive advantage.*

As a new privately-held joint venture between two established e-commerce solutions providers, management was challenged with blending a collection of experienced and diverse sales teams that shared no common communication methodology or lead-management process. Additionally, while the new sales force had a significant presence within the technical community, management recognized the need to reinforce its senior-level relationships. "In order to meet our expected growth, we needed to enable an 'enterprise savvy' sales force that would speak the same language, use a common sales strategy, and take our executive-level relationships to a new level," says the executive vice president of Worldwide Operations.

Critical Path Strategies provided tools for long-term relationship-building. Critical Path Strategies (CPS) and key account executives began laying the foundation for the processes and methodologies that would help the company achieve its goals.

During the initial one-day workshop, sales teams used best-practices processes to assess their existing accounts and opportunities. Once the true state of each account was identified, CPS worked with the sales teams to develop strategic, long-term action plans that would enable each sales team to methodically build successful high-level relationships and fill the sales pipeline with highly qualified leads.

In order to identify and map out the rules of engagement for strategic partnerships, the company's alliance team participated in a two-day account strategy session designed to optimize partnership relationships, maximize business results, and provide clear areas of team accountability.

*"Within six months of implementing the CPS methodology, our sales teams increased the opportunity pipeline by 50 percent."*

**- Executive Vice President,  
Worldwide Operations**





Sales teams made significant pipeline strides. Within six months, the sales teams documented a 50 percent increase in qualified sales opportunities, and the accuracy of forecasted business increased 30 percent. The alliance team increased their odds of success from 50 percent to 80 percent during a single quarter.

"The key to our growth is an effective and efficient management system facilitating a quality pipeline and a focus on value selling," says the executive vice president of Worldwide Operations. "The improved quality of the pipeline has enabled our management team to more accurately forecast the business and present a stronger picture to the board of directors."

For more information about this client, contact CPS Client Services at [clientservices@cpstrategy.com](mailto:clientservices@cpstrategy.com).

**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.

