

Enterprise Software
Solutions Provider



Account Teams Leverage New Sales Strategies and Increase Revenue Potential by 40 Percent

As a global leader in process-driven enterprise software solutions, this company wanted to leverage best practices and implement new sales and account management processes within their sales and marketing organization. As expected, the company's experienced account teams were making significant strides, but were often unable to accurately forecast their opportunity pipeline due to inconsistent sales and knowledge-capture processes. Senior management determined that the teams could have even greater success by applying consistent, repeatable sales processes to their key accounts.

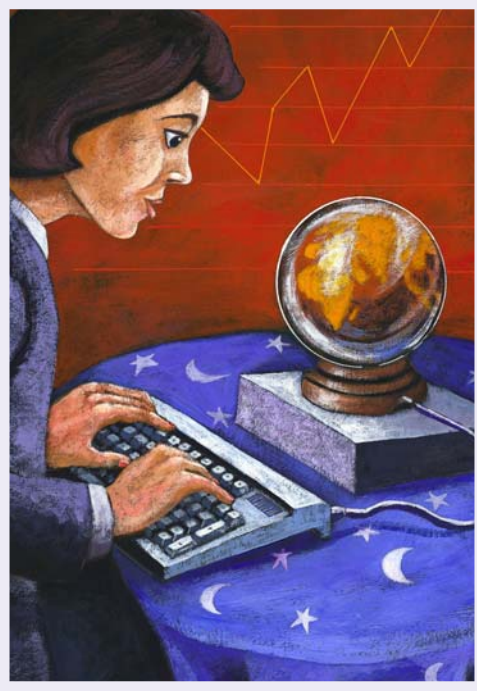
"Working with CPS, we've designed a solid sales methodology that will become the standard operating procedure for our account teams."

- Chief Executive Officer

Critical Path Strategies enabled long-term customized action plans. Critical Path Strategies (CPS) was engaged to work with the sales, marketing, and management teams to review the company's sales culture and account management processes. CPS conducted personal interviews with key stakeholders to determine the most important steps in the customer acquisition and revenue-growth processes. CPS consolidated and evaluated the responses, enabling senior management to easily identify potential gaps in the company's sales strategies.

CPS facilitated a one-day workshop for 20 account team members designed to help them bridge the process gaps through the application of a strategic sales methodology. Each account team, using best-practices processes, assessed the true state of their key customer relationships. 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, fill the sales pipeline with highly qualified leads, and capture complete information about each account for future use.





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.

Company leverages new structure and focus. Participants left the workshop armed with working action plans that could be implemented immediately. Based on post-workshop online evaluations, an overwhelming majority of the team members stated that employing the new selling strategies will help them better recognize—and close—new opportunities. On average, they believe their odds of success have increased from 40 percent to 61 percent, and that their view of the opportunity has increased to two times their annual sales goal.

“CPS invested the time to truly understand our company,” said the vice president of sales. “Beyond simply tailoring the workshop to address our vernacular and existing infrastructure, CPS delivered tools and processes that were customized for our business needs. Our account teams leveraged every minute of what was truly a working session, and walked away with executable strategies and action plans for specific accounts.”

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

