

Multinational  
Software  
Company



## Sales Teams Increase the Odds and Double the Pipeline

*In a few short years, this multinational software company expanded from a successful organization with only a handful of products, to a world leader in enterprise software solutions. This explosive growth, fueled by strategic acquisitions, brought together a wide variety of selling cultures and business processes, as well as more than 600 products. Not unexpectedly, the resulting sales silos led to inconsistent value propositions being delivered to customers and prospects. Additionally, the company realized that while it had a strong presence in the IT community, stronger relationships among high-level decision-makers and executives would be key in its desire to provide customers with total enterprise solutions.*

*“Critical Path Strategies helped us get above the value line. Instead of simply being an IT line item, the company has positioned itself as a thought leader in business solutions and systems management expertise.”*

**- Vice President of Sales**

### CPS provided building blocks for success.

The company engaged Critical Path Strategies (CPS) to provide strategies and processes that would enable the sales force to build and expand senior-level relationships within key major accounts, leverage existing relationships with the IT community, and align its solution offerings with customer business needs.

To determine the company's vision of the account management model, CPS interviewed 40 senior executives and sales professionals. “The interviews reaffirmed what we all intuitively already knew,” says the vice president of sales. “We needed to leverage and strengthen the relationships in our Tier 1 accounts, and develop relationship plans to broaden customer awareness of our company as a solution provider that will align itself with their business goals.”

CPS next delivered sales workshops to more than 200 sales managers and product specialists. During the two-day workshops, account teams used a consistent process to analyze their key accounts and develop consistent strategies and action plans to strengthen the customer relationships. Specific sales managers were



assigned to nurture the business relationships at these key accounts. The account teams left the workshops with clearly defined milestones and levels of accountability, consistent reporting mechanisms, and the ability to position the value of the company to the customer's overall enterprise.



### Account teams made immediate impression on customers and the pipeline.

The action plans developed by the sales teams have become an integral part of customer briefings, resource allocation, and executive sales calls - enabling the entire organization to focus on the company's vision of being an enterprise solution provider.

"Using the techniques learned during the CPS workshops, we virtually doubled the value of the opportunities in our Tier 1 pipeline in only a few months," says the vice president of corporate accounts. "Prior to the workshops, the sales team rated their chances of closing a Tier 1 account at about 48 percent. That figure jumped to 69 percent after the planning sessions."

Since the workshops, the account teams have built packages and solutions that provide value across the customer's enterprise. This service orientation has also paved the way for additional revenue from professional services engagements and technical support.

Additionally, the consistent reporting methodology has simplified communication among the account teams, broken down the silos and helped management easily determine when resources need to be reallocated.

**ABOUT CPS.** Critical Path Strategies helps clients improve their competitive position by providing comprehensive consulting services to improve the effectiveness of major account sales organizations. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Engineering successful sales teams the Critical Path Way enables clients to develop strong selling organizations, build high-value customer relationships, 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.

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