

## Professional Services Company



### Professional Services Company Applies Strategic Selling Practices and Sees Dramatic Results

*As products and services become more commoditized, only those partners that demonstrate proven expertise and long-term client value will remain in the “must have” column for businesses that are being challenged to fuel innovation and increase profit margins while driving down costs. This case study describes how the management team at a leading IT consulting and services provider fine tuned its global account strategies to provide a consistent, value-based experience for its clients.*

*“Each of us is responsible for addressing our clients’ business problems through solutions that create value and build trust-based relationships. CPS helped us deliver and adopt a set of critical thinking processes and tools that had an immediate impact on our sales pipeline.”*

*– Global VP of Sales*

People, knowledge, skills, and processes are the bread and butter of a professional services organization. The senior management team engaged Critical Path Strategies (CPS) to help them develop a value-based methodology for approaching and supporting their clients. Working with key account team leaders and managers from each practice area, the joint team created a new framework that spans all activities from client acquisition to account management. This methodology ensures consistent, repeatable actions through a universally applied language and process for client-facing efforts.

“From sales to delivery, our clients expect and deserve a predictable relationship with their trusted partners,” said the global vice president of sales. “With account teams located around the world—serving organizations with multiple locations—it became increasingly important for our teams to act as one. We must deliver a consistent experience regardless of geography or practice area because our clients are also organized based on global and integrated business models.”

**Business opportunity.** The new client-management framework was immediately put to the test when the service company was included on a list of RFP candidates for a division of a media conglomerate that was interested in extending its global reach. Striving to achieve double-digit growth, the company knew that opportunity lay in non-US markets, and based on research, had identified a global demand for current information on international legal precedence. However, they needed external resources to help them develop, implement, and launch the new product to meet this need, so they began an extensive “partner selection process.”



In parallel to this process, the consulting and services provider was already engaged at the media company in an IT maintenance and support capacity. Consistent with their commitment to deliver extraordinary value to every client, the team had performed flawlessly and had made quite an impression on the senior vice president of global products. When the RFP list was developed, he ensured that the account team was included.

*Account teams declare value in client's terms and earn success.* The account manager knew that to win the project, they needed to do much more than simply respond to the RFP. He used the client-management framework to form a proactive, deliberate strategy that leveraged existing relationships within the media company. This was the best way to ensure that the service company's value proposition would be heard and repeated by the client across all levels. "We used the framework toolkit to develop an efficient, thorough strategy," said the account manager. "We mapped out the key relationships that needed to be developed or nurtured, as well as the business-critical milestones that would move the opportunity forward."

The team worked diligently to craft concise and meaningful value statements that were pertinent to the overall project and to the targeted geographic areas. In developing the strategic plan, the team didn't focus on parity. Instead, they clearly articulated the company's key differentiators in order to distance itself from the competition. They positioned their strengths in terms that would impress multiple key decision makers and influencers and show that the company would provide value in specific and measurable ways. More importantly, they demonstrated that they not only understood the strategic importance of the global product launch, but were personally invested in its success.

The senior vice president of global products, already a supporter of the service company because of their performance on the smaller IT maintenance project, was so impressed by the team's commitment to declaring value in his company's terms that he became a champion for the team and sponsored the account team in meetings with multiple levels of decision makers within the organization.

"Through careful planning, excellent team collaboration, and communication, our account team created relationships that allowed them to clearly understand and respond to the RFP," said the global vice president of sales. "Our proposal was accepted and a substantial and strategic project was awarded to the team, resulting in significant revenue and opening the door for future projects."

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



[www.cpstrategy.com](http://www.cpstrategy.com)

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