

# FINANCIAL SECTOR SOLUTION

for improved sales performance post-acquisition

**Financial services company in key LATAM emerging market generating \$30M annual revenue**

## CLIENT'S SITUATION



- ☑ Client provides credit information and information management to business clients in a key LATAM emerging market
- ☑ Fragmented culture and sales process as a result of two acquisitions in addition to the US headquarters
- ☑ Poorer-than-expected results post-acquisition
- ☑ Lack of country-wide sales standards or best practices, including no integration with existing global standards
- ☑ Complete reliance on manual spreadsheets with no KPI's or dashboards

## THE SOLUTION



Sales Outcomes deployed a full solution for sales process standardization, coaching and performance monitoring. Key services we performed included:

- ☑ Coaching of 5 sales leaders and 25 reps over a 6 month period
- ☑ Implemented business standards and best practices to drive consistent terminology, pipeline and forecast management
  - Followed corporate standards wherever possible
  - Created in-country standards only where necessary
- ☑ Migrated two acquisitions to standard Salesforce.com structure and definitions
- ☑ Assisted sales reps to close top deals each quarter
- ☑ Created Salesforce.com standard reports and dashboards, including coaching managers to use them effectively

## OUTCOMES



- ☑ 42% improvement in Win rate
- ☑ 20% increase in Sales productivity
- ☑ Shortened sales cycle by 20 days
- ☑ 100% adoption of Salesforce.com reports and dashboards to manage pipeline and forecast reviews