

NORTH AMERICAN SOLUTION

to standardize and improve sales performance

**Technology and services company in
U.S. and Canada with \$10B annual revenue**

CLIENT'S SITUATION



- ☑ Indicators of an unhealthy pipeline included estimated 30% overstatement, 40% of deals in the same stage for more than 90 days, and \$600M/month moved to "error"
- ☑ Missed forecast every quarter due to each BU using a unique process and management's exclusive focus on current quarter
- ☑ Low sales productivity with only 50% of sales time spent with clients
- ☑ Inconsistent sales process lacked appropriate pipeline and forecast reviews
- ☑ 90% of management time spent on forecasting and admin, instead of deal coaching

THE SOLUTION



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

- ☑ Coaching 200 sales leaders and 2,000+ sales reps to effectively drive pipeline, forecast and opportunity management for 6 months
- ☑ Implemented sales terminology and standard processes across all business units and geographies
- ☑ Identified key opportunities for improving sales productivity and business processes

By instituting a 2x/quarter full pipeline review by all sales leadership, forecast discrepancies started to go down. Sales started using simplified fields and definitions that further drove consistency.

OUTCOMES



- ☑ \$200M per quarter increase in revenue following engagement
- ☑ 5% reduction in forecast discrepancy each quarter
- ☑ \$3B in 'fake' deals removed to clean-up pipeline
- ☑ Increased new pipeline creation with cross-sell and collaboration between BU's