

ABOUT THE CLIENT

The client, a reseller of telecoms test & measurement solutions in the UK, had been established for 20 years. The company had 150 bring to bring to the UK market from 15 different vendors, all of which sat within the telecommunications test & monitoring market, a very niche and fast-moving marketplace where it is essential to bring new technology to market quickly to meet customer requirements. Their customers were mainly telecommunications service providers, data centres and network equipment manufacturers.

ORGANISATION CHANGE

A similar company based in Ireland had recently bought the client. The new management made many changes within the organisation very quickly. These changes included combining the sales teams from both companies to bring their combined product offering to market in both the UK and Ireland and implementing a new set of tools across both companies including a new CRM. To realise the value of the CRM new sales processes were implemented

across the sales team, including the requirement for all deals to be managed through the CRM. Sales meetings and forecast reviews would use the CRM data as a reference point. Relationships with some suppliers were terminated where there was product overlap or a declining market while at the same time creating relationships with new suppliers to reach into new markets and application spaces.

The sales team faced a number of challenges. They now had over 200 products to take to market, some of which were new products with which they had limited familiarity and which also sat within new customer market segments with which they had little experience but also had unique offerings that the needed to capitalise on. They now used a new cloud-based CRM, replacing the existing in-house CRM that had been used for nearly two decades, this presented a learning slope not only in the use of the tool but also to change the mindset of the team, so that customer interactions and deals are rigorously recorded within the CRM.

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Key challenges identified were to allow the team to increase their sales including being able to identify appropriate product solutions for new applications, new markets and new products and let the salespeople to then present the benefits of the product relevant to the customer and their issues. In addition to these primary issues, there was also the challenge of CRM data entry, as the team did not

have a history of recording data building this behaviour into their day to day routine had proven to be difficult, making business forecasting and working on forecasting with suppliers difficult. Finally, there was a challenge of obtaining timely support from suppliers to identify correct solutions for the customer need and the lack of an NPI (new product introduction) process that kept the entire team up to date with new products and the messaging of the features and benefits of these to the customer.

SOLUTION

Sales Pitch Pro was deployed across the sales team, populated with data of all of the 200+ products, this allowed every sales person on the team to instantly qualify customer requirements and turn those into a solution with the ability to present the value of that solution immediately. With the product

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collateral for each product at their fingertips and with the data relevant to the customer requirements highlighted it became easy to describe the value proposition for the products that would solve the customer need, regardless of their familiarity with the product. Whereas previously it was difficult to take new products to market by using Sales Pitch Pro all members of the team have new product data pushed to their devices enabling the whole team to take consistent messaging of new products to the customer. As Sales Pitch Pro was integrated with the companies new CRM a templated report is generated into the CRM after every meeting making it effortless for the team to keep the CRM up to date, and enabling management of deals.

BENEFITS

The client instantly benefitted from having product data and collateral from across their product range available at their fingertips, resulting in them being able to achieve more in sales meetings and having fewer follow up actions, reducing the time spent on each deal and freeing up the sales team to work on more opportunities. It has also enabled them to

move into new markets with new products and have the ability to talk to customers in a repeatably relevant way even though they have limited experience in those markets. Finally, the CRM is being filled with high-quality data from each meeting enabling easier management of complex deals.

Transform your sales team, reduce your sales cycle and increase sales.

To find out how, visit us at

<https://salespitchpro.com>