



PERFORMAX Customer Solution:

Simware

NB: Each Solution is based on a customer engagement from which we report the situation to the best of our ability using customer quotes wherever possible

The Measureable Outcome from PERFORMAX's Engagement was....

Since Performax had worked with us in the past, I called on them again to help with this mission critical challenge.

"Their consultants took great care in helping us define and implement a new Sales Culture and related Processes (backed by the PERFORMAX System).

The discipline inherent to the system enables us to manage and target our Value & Solution offerings much more effectively, and as one of my Sales VPs says: "The process works like crazy.""

CEO, Glen Brownlee

A year later the company was sold for a very large amount of money.

The Situation at Simware

In the succinct words of the CEO, Glen Brownlee,

"Simware, like many other software company, arrived at a crossroad where, in order to survive, it became necessary to Invent a new product line, change our Marketing Approach and change our Sales Model from a Product Push to a Solution/Partner Pull.

From a sales point of view, this meant changing from a direct to an indirect selling model.

PERFORMAX's Contribution

Brought in by the President, Glen Brownlee, PERFORMAX provided the following:

- Facilitated Sr Management Planning Session to remove critical conflicts in the Sr Mt Team
- Assessed the Sales & Marketing Health of the Company
- Helped define new Company Culture
- Developed Company Sales Plan to change selling model from direct to a partnering model
- Helped define New Solutions Selling Model with Process and Toolset to track and sustain this
- Helped build Solutions Tool Kit
- Trained Sales Managers and Sales Force around the above
- Developed and conducted Value and Solutions Selling Skills Training around Process
- Implemented a company wide Opportunity Tracking & Sales Forecasting System (The PERFORMAX System) + Follow-up and reinforcement Sessions for new Fiscal year