



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