



PERFORMAX Customer Success Story:

EDS – ROI Huge!

NB: Each Solution is based on a real Customer Engagement using Customer Quotes wherever possible

Customer Situation

A large subsidiary of this major Outsourcing Company that was owned by a very large multinational corporation was having almost no success in selling its services outside of the corporation that owned it.

A new VP Sales was hired who then hired PERFORMAX who found that the previous VP had:

- Come from an Operations Background and lacked almost any experience in Sales
- Hired several, experienced sales people on large salaries
- Had no methodology for targeting ideal Prospects
- Had no Funnel or Activity Management Standards
- Implemented a very complex account planning methodology that allowed the sales people to score each account opportunity in such a way that it showed they should not pursue them
- Controlled the content of each of the few opportunities that went to proposal in such a way that they were not attractive to the buyers (as measured by a win ratio of about zero)
- Out of frustration from the above, set up a large proposal group who turned out proposals whether the opportunities were qualified or not.

PERFORMAX Solution

In working with the new VP Sales, the workshops and tools* of our **Opportunity Planning & Management** Workshop were customized for the Outsourcing Company.

*Specifically the tools included:

- a. A definition of the criteria for the Ideal Suspect for the Outsourcing Services
- b. An 11 step Customer Buying Process where step 1 was simply a target Suspect Company that was close to the Ideal Suspect criteria
- c. An early version of **The PERFORMAX System** for Opportunity Tracking & Forecasting System
- d. A **Sales Plan Template** which clearly helped each of the Sales People work through to understand the activity levels needed to be successful.

An **Opportunity Planning & Management Workshop** which showed why & how to use these tools and processes, and whose basic Agenda was:

1: The Basics

Process vs Results Management

2: Leadership through your Strategy & Plan

Sample Plan Review

Overnight Exercise: Develop Your Plan

3: Opportunity & Activity Management

Recap of the Sales Process

Quantity Management

Sales Activities

Sales Opportunities

Quality Management

Sales Activities

Sales Opportunities

2b: Leadership through your Strategy & Plan

Live Plan Presentations

4: Review and Start using the System

5. Wrap Up and Evaluations

The Workshops were followed by Consulting to iron out problems and provide coaching as needed.

Measurable Outcome

In addition to cementing Accountability & each sales person having a clear Plan of what they needed to do to reach their Sales Goals, the Customer Buying Process enabled both Sales & Sales Management to understand where each Opportunity was, and whether to invest in next steps or not, and if so strategize on the best way forwards.

But the best way to describe the outcome is to use the words of the new VP Sales:

".. the increased focus and discipline is already paying dividends:

- Our Base Business has grown by 67%;

- Contribution as a percentage grew by 50%

We have signed deals without compromising our contribution ratio. In fact, we have been value pricing our new deals to yield much higher margins."