



Customer:

A global B2B ecommerce and integration services company.

Problem:

The client's customers, automobile insurance companies, were going through a period of consolidation. A market with dozens of possible customers was on its way to a market with six customers who would control 90% of the annual spend. In addition, these large customers were consolidating the number of vendors they would do business with. The growth opportunity was great, but the client needed a new sales strategy to take advantage of the situation.

Solution:

Sales Benchmark Index (SBI) was hired by this client to develop a new sales strategy. The process included:

- SBI performed discovery directly with the six customers, competitors, the sales team, and the executive team (the SBI “four lens problem solving approach”).
- A four layer sales strategy was developed: Layer one—lead generation and sales methodology. Layer two—definition of best sales channels. Layer three—organizational design and head count planning. Layer four—definition of infrastructure required to support the new sales strategy.
- An execution plan was developed across 13 key sales performance drivers.

Results:

The sales strategy was put into effect at the beginning of 2010. By the end of 2012, the client became the leader in its industry. The insurance companies trust the client and send hundreds of thousands of customers every year. Collision repair is a commodity, but an effective sales strategy gave this client a win in its market.