

## CLIENT SUCCESS STORY

# Agilysys

Technology Company Doubles Win Rate, Grows Sales Significantly

Agilysys is an industry leader in the software and solutions space serving casinos, resorts and hotels, foodservice, and more.

Prior to contacting RAIN Group, Agilysys was looking to focus their efforts on its developing sales team and implement a predictable sales process.

## Solutions

Agilysys sought out RAIN Group to create a unified sales management and coaching system, establish a cohesive sales process, and give team members the skills and tools needed to drive sales. RAIN Group:

- Analyzed the team with the [Rainmaker Assessment](#) to identify areas of improvement, and implemented use of the assessment as a part of the hiring process
  - Delivered customized workshops using [RAIN Selling](#), [Insight Selling by RAIN Group](#), [Strategic Account Management](#), and [Mastering the Sales Opportunity](#) content tailored to target industries
  - Rolled out customized versions of the Sales Opportunity Planner and Key Account Planning tools and integrated them into existing tracking and CRM systems to ensure adoption
  - Provided [RAIN Sales Coaching](#) training to leaders
  - Developed a custom territory management plan to help Sales Directors build growth strategies
- Provided reinforcement through a combination of [live customized webinars](#), [scenario emails \(RAIN Mail\)](#), and [online sales training](#)

## Results

RAIN Group's research-based, customized, and highly interactive approach resonated with Agilysys participants, setting the stage for a 3-year partnership. Establishing a common sales process, sales and coaching methods, and ongoing training have been major factors driving success. Results include:

- **Sales bookings increase from \$77 million to \$126 million**, a 63% increase
- **Hiring success increased from 40% success rate of new hires to 90%** after sales coaching and sales assessment implementation
- **Percent of pipeline closed every quarter rose from 12% to 25%**, with corresponding doubling of win rate on proposed business
- **Sales cycle time improved by 20%**
- **Large deal wins nearly doubled from 30 per quarter to 55**
- **Sellers hitting quota went from 30% to 65%**

“After working with RAIN Group, our team transformed from selling features and benefits to building and selling value. Our sales team learned our value deeply and became excellent at helping buyers come to the same value conclusion. RAIN Group's research on *What Sales Winners Do Differently* had a huge impact on us, and the training translated the concepts into the right new actions our team would take to serve customers the best and win maximum business.

Along with the excellent training and intellectual property, RAIN Group is the kind of service business everyone wants to find, but rarely does. Their focus on us and our success, their willingness to learn our business deeply, their ability to tailor the learning delivery specifically for us, and their clear and straightforward communication and collaboration process made for an excellent experience.”

Jim Walker, Senior Vice President of Global Revenue, Agilysys