

Case Study: Global Tech Manufacturer

Insufficient Processes and Metrics

The U.S. division of a global technology manufacturer launched a sales excellence initiative to equip its 12 sales managers and 70 sellers to achieve aggressive short and long-term sales goals. The initiative was supported by the company's internal foundational sales training program; however, after reading *Cracking the Sales Management Code*, the leadership team realized foundational sales processes and key metrics were missing from the program.

“We had an aha moment when we started reading ‘Cracking the Sales Management Code.’ We realized that many of our sales processes were ad hoc or informal at best.
– Senior Vice President of Sales, Global Technology Manufacturer”

A Commitment to Measurement

After reading *Cracking the Sales Management Code*, the sales leadership team became committed to formalizing the company's sales processes. With guidance from VantagePoint, the sales leadership team was able to develop sales processes and metrics for call management, opportunity management, account management, and territory management. VantagePoint also conducted various workshops to augment the company's existing internal training program and equip sales managers with best practices for deploying the new sales processes, coaching individual sellers, and improving pipeline management.

“We found that the VantagePoint workshops and methodology did a beautiful job integrating with our existing internal sales development program.
– Senior Vice President of Sales, Global Technology Manufacturer”

In addition, VantagePoint helped sales managers establish a sales management rhythm to provide a framework for how the new skills, processes, and tools would be operationalized within sales managers' daily schedules. When all of the foundational elements were in place, VantagePoint helped the sales leadership team bring the entire sales force up to speed on the new and improved sales processes.

Sales Exceeding High Expectations

The sales excellence initiative, combined with the Cracking the Sales Management Code methodology and training, has had an ongoing positive impact on the company's bottom line; however, the ROI became especially evident during a fourth quarter push for new orders. In the fourth quarter, a “Race to the Line” initiative was put in place to boost fourth quarter orders. Expectations were high—yet sales exceeded expectations.

“Despite it being the fourth quarter, which typically isn't a huge quarter for us, we were able to increase sales by 30 percent over the previous quarter, which led to \$12 million in new orders above what our finance department had forecasted,” said the senior vice president of sales.

VantagePoint Agile Sales & Coaching Wins

30% Increase Over Previous Quarter

12M Above Forecast

“Had we not had the foundational sales process elements in place and training from VantagePoint, it would have been nearly impossible to achieve this level of success.”

About VantagePoint Performance

VantagePoint is the only agile sales performance company delivering diagnostic-based training and consulting solutions—all grounded in the latest academic-led, agile sales research. The VantagePoint proprietary Agile Sales & Coaching Platform includes an agile diagnostic that identifies the behaviors and unique situations your sales managers and salespeople face in the customer’s journey. Leveraging your company data, you will know the behaviors and strategies your high-performing managers and sellers use to win in each specific selling situation. With VantagePoint, you will equip all your managers and sellers to be situationally fluent, to execute each unique interaction in the buyer’s journey like your top-performers. Our mission is your performance, we are VantagePoint Performance and we are agile to the core!