

Immediate Impact

How Command of the Message® Drove Quick Results

Success Story



In B2B sales, your solution may never be in the prospect's budget. That's why finding the bottom-line relevancy of what you're selling is so important. For the Fuze sales team, asking great questions, effectively mapping the buyer's required capabilities to the solution, and great preparation resulted in:

- Crushing the competition in an opportunity with multiple decision makers
- Closing the deal in a sales cycle that took less than a month
- Attaining half of one rep's sales quota with just one deal

"When we got off the phone with the customer, it was game over. I felt it. We differentiated ourselves versus the competition and were in a position to win the deal," said Logan Moro, Regional Sales Manager with Fuze.

Learn how the Fuze team:

- ✓ Drove immediate impact from Command of the Message®
- ✓ Used the Value Framework to Prepare for Customer Conversations
- ✓ Became more strategic about the way they articulate value and differentiation

IMMEDIATE MEASURABLE RESULTS



The Opportunity

Fuze is an enterprise cloud-based software company that helps provide a single, mobile global communications platform to enable their buyers to sell, service and support their customers.

Prior to completing Command of the Message® training, Moro and his sales team had just one meeting with a global sporting goods and lifestyle brand that was looking to improve the way it interacted across its multiple stakeholder channels.

It was a competitive opportunity and the team knew they needed to move beyond a technical discussion to one that was based on value. The Value Framework, developed as part of Command of the Message®, helped them focus their conversation on creating value for the client.

“I am now thinking in broader terms and larger business problems and then connecting those requirements further down the customer engagement process,” said Anna Rubchinskaya, the sales engineer who helped Moro orchestrate the deal.

“After our training, we really dug further into how this particular client’s problems were related to the business impact.”

In training, the Fuze team sharpened their ability to tie sales conversations to business value and the Fuze solution, no matter the buyer. Role-plays helped prepare them for the pivotal time in front of the customer.

“It really helped me understand, not only where our value fits in from the Fuze standpoint, but really take that outside-in perspective. What is the current state, the negative consequences, the future state and the required capabilities?”

Taking all of those components and tying them back to the initiatives at the company was what helped us win this particular business,” said Moro.

As a result, Moro and his team effectively beat out other possible vendors. When the deal closed, the sales cycle was one of the shortest ever for the company. The deal also put Moro halfway to attaining his quota, with just one deal.

The Value of Your Solution

Command of the Message® participants work with live deals in the training, leveraging their customized Value Framework created by the company’s leadership. Rubchinskaya and Moro both used the deal in the training.

“At a certain point, your solution becomes commoditized in the eyes of the customer. When you’re a commodity, you’re going to have price conversations. I don’t have any interest in those conversations,” said Rubchinskaya.

The Fuze team has always focused on internal preparation before customer conversations. For Moro, the Value Framework has helped make that pre-work efficient and much more valuable.

“Every meeting I have, I use the framework. It makes my call prep so much easier. I know exactly what I want to say in a meeting. I know where I want to go,” said Moro. “I determine the before state, future state, negative consequences. I know I have to get this information. The ability to have a game plan for every type of meeting has been invaluable.”