

# Closing the Largest Deals in Company History



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**Dave Packer**  
Senior VP of WW Field Operations

## The Client

Ping Identity is the leader in Identity Defined Security for the borderless enterprise, allowing the right people to access the right things, securely and seamlessly. More than half of the Fortune 100 trust Ping Identity to accelerate their move to the cloud, deliver a rich customer experience and quickly onboard partners as part of their digital transformation.

## The Business Challenge

Ping Identity saw opportunity in its marketplace to transform from selling one primary capability, Single Sign-On, to selling multiple enterprise solutions. Historically, the sales organization primarily executed a land-and-expand sales strategy, but they wanted to move to a strategy where they came in with larger opportunities. Ping Identity was also moving to a subscription model for their products.

“We had a lot of change going on at one time and we needed to hire somebody to come in and really get that message more concise and digestible by our customers,” said Dave Packer, VP of WW Field Operations.

## The Solution

Ping Identity used Force Management to build cross-functional alignment around the message it was sending to customers, specifically around the value of its solution and what makes it different from the competition.

“It was an absolutely different sales conversation. We needed to arm our sales force with the information to have those discussions,” said Packer. “It’s easy to say and a lot harder to do. We all understand our company so well. We understand what our products do and the immense value we can bring. It’s hard to transition a sales force to *really* think about what their customers need and position it in a way that resonates. Force Management provides us with that alternative.”

## The Results

Ping saw an immediate impact in the way they structured the cadence of their sales meetings and their territory planning.

“That impact translated almost immediately to our customers as well because we had a common language we were all speaking,” he said. Ping’s ability to drive adoption of the methodology created a stream of wins for the sales organization including:

- **7 out of the 10 largest subscription deals in company history**
- **45% growth of subscription product year over year**
- Turned around an opportunity where they were ruled out and won the business three months later

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