

# Increased Certainty in the Pipeline

3X Increase with Better Qualification



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PJ Bain  
CEO

## The Client

PrimeRevenue is the leading provider of working capital financial technology solutions. Its supply chain solutions have helped customers unlock billions of dollars in working capital, freeing up cash to invest back into their businesses, pay down debt or even return to shareholders.

The company works with more than 25,000 clients in 70 countries around the world. It transacts business in 17 currencies and in more than 20 languages.

## The Challenge

The breadth of PrimeRevenue’s business demanded they had alignment and consistency around how they were managing the prospect conversation and qualifying opportunities into the pipeline. In addition to improving pipeline visibility, PrimeRevenue was growing rapidly and they needed a sales model that would give them a foundation to accelerate growth.

## The Solution

PrimeRevenue implemented Command of the Message® and the MEDDICC qualification methodology. A multi-day workshop with its cross-functional management team created the alignment needed to help drive adoption, reinforcement and relevancy when the new process and tools were rolled out to the entire sales team.

“The prep time that went into preparing the program was unbelievable. We spent time really digging into complex issues about delivering our message to clients in a way they really understand our value,” said CEO

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## The Results

PrimeRevenue saw the bottom-line impact it was looking to create including:

- 3x in pipeline with an improvement in qualification
- Ramp-up time shortened
- Improved sales force productivity

“Our pipeline has a great degree of certainty and a confidence because our sales team has a framework that allows them to say no to deals that aren’t going to close and we have a language that allows us to get that certainty in the sales process,” said Bain.

The customization of the materials and the alignment that the methodology brought to the company was the lynchpin that created the foundation for success.

“The effort that the Force Management team made to really learn our business was invaluable. It’s been life altering for PrimeRevenue in a very positive way,” he said. “With the sales enablement tools they’ve implemented, I can’t imagine a better investment than Force Management to put you in a position to rapidly scale.”