

Sales Messaging Doubles Opportunity-to-Close Ratio



“Force Management takes something very complex and force you to make it simple. They aren’t a training company. They change your business.”

Jeremy Bingham,
Executive VP of Sales

The Client

WellAware, a data analytics company, is the Oil & Gas industry’s only Full Stack solution focused on delivering production intelligence to the oilfield. It enables upstream, midstream and oilfield service companies to reduce operating expenses, minimize downtime and ensure safety and regulatory compliance.

The Business Challenge

Like many growing businesses, WellAware needed help aligning its sales message with a fast-paced go-to-market strategy. It lacked a consistent value message that spoke to the many intricacies of its platform, but was simple enough for a sales team to leverage. In addition, the organization needed an opportunity validation process that was repeatable and would ensure its managers had a way to inspect current pipeline deals.

The Solution

WellAware implemented Command of the Message® to drive cross-functional alignment around the problems it solves, the key value it provides and its differentiation. Involving marketing and product management leaders in the workshop and initiative rollout helped WellAware drive consistency between the marketing message and the sales conversation. MEDDIC, a sales qualification methodology, provided a way for the sales team to effectively qualify opportunities to ensure they were spending time on high-value sales activities.

The Results

“I think the greatest thing we received from our engagement was alignment across the board, from the CEO to the sales team, product team, as well as marketing on what problems we solve and how we solve them differently than the competition,” said Jeremy Bingham, Executive Vice President of Sales.

WellAware’s sales team doubled its opportunity close ratio and quadrupled the size of its SaaS deals. A focus on consistency was the lynchpin that created bottom-line impact.

“We now have a common vernacular so everyone talks using the same language, not just in sales but across the company. We now have a consistent validation process using MEDDIC and the framework to drive effective opportunity and account planning,” said Bingham. “As a startup, we have limited resources. We have to drive focus across the entire company on the key offerings that will solve big customer problems.”

Force Management’s customized and tailored approach proved to add value for WellAware and its intricate solutions.

“Force Management’s strength is their people. They have actually done the job before and have great experience relating what they have done to how it applies in our business,” he said. “They take something very complex and force you to make it simple. They aren’t a training company. They change your business.”