

# Improving the Customer Conversation



Increasing Recurring Monthly Revenue with Command of the Message®



*“It’s the ability to ask the right questions to determine the quantifiable business outcomes that our clients are looking to achieve. That’s what’s most important. This process and methodology allows us to do that.”*

**Jim Fanella**  
CEO

## The Client

Iverify is the largest full-service interactive security company in North America. It provides life safety, loss prevention, cyber breach reduction and brand protection for its customers. The company serves a wide-range of businesses, including large and small retailers, automotive dealerships and property management companies.

## The Business Challenge

Iverify wanted to move from a transactional relationship with its customers, to a proactive value-based approach. Leaders wanted to improve recurring revenue and increase the amount of revenue sold per salesperson. “We made a lot of transitions and as a result, we were more transactional than we wanted to be with our customers. We wanted to be proactive, really understanding those business challenges our customers were having and determine how Iverify’s solutions fits into those needs,” said Chief Sales Officer David Heller.

## The Solution

Iverify involved key executives and leaders from across the company in order to align on why their buyers do business with them and what makes the Iverify solution different in the marketplace. They rolled out Command of the Message® to the entire sales team and implemented a structured plan for adoption and

reinforcement, which included weekly calls and communication from executives reinforcing the methodology. The Value Framework was drafted into account plans and sales tools, as well as marketing campaigns.

## Measurable Results

“It’s a changing culture and it’s driven from the top,” said Heller. “It’s not just Command of the Message. That’s the tool we’re using, but it’s the account plans. It’s the preparation. It’s the questions. It’s the patience and the listening and it’s the consultative sale. It’s tying it all together.”

Iverify improved sales rep productivity across the organization, as reps shifted to a more consultative sale.

Measurable results include:

- Sales revenues doubled
- Gross margins expanded
- Recurring monthly revenue at an all-time high

The value of the Command of the Message methodology has been seen throughout the organization.

“It’s the end results, it’s the numbers, it’s the sales. It’s not that we are lucky, it’s that relationship that we have with the clients and our ability to add more relevance to them and to help their business,” said Jim Fanella, CEO. “This process and methodology allows us to do that.”