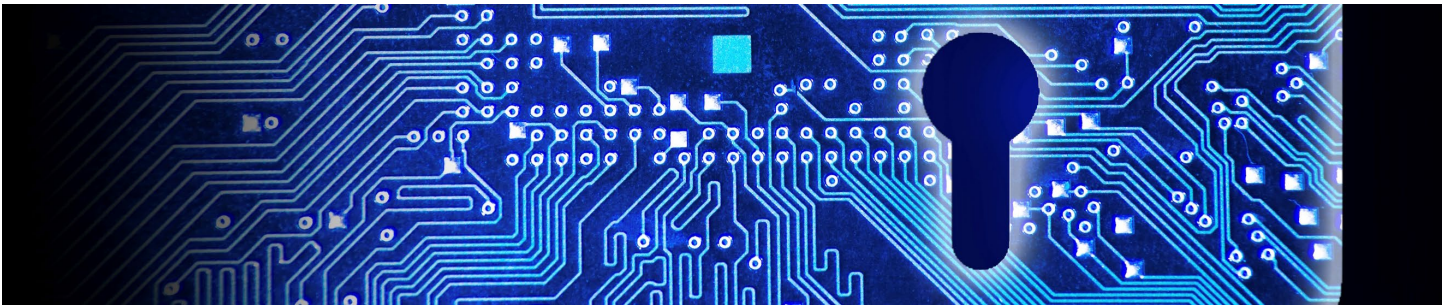


# Accelerating Growth

Driving Growth Numbers with Command of the Message®

# VERACODE



“I don’t think of a sales methodology. I think of it as a business methodology for pursuing the top line across the company.”

**Bob Brennan**  
Chairman and CEO,  
Veracode

## The Client

Veracode seamlessly integrates application security into software development, effectively eliminating vulnerabilities during the lowest-cost point in the development and deployment chain.

The company serves over a thousand customers across a wide range of industries, including nearly one-third of the Fortune 100, three of the top four U.S. commercial banks and more than 20 of Forbes’ 100 Most Valuable Brands. Veracode was purchased by CA Technologies in April 2017.

## The Business Challenge

Veracode was a successful selling organization, but needed a way to accelerate growth. They were hiring more people, dramatically growing their inside sales organization, and had to get many people fluent in a technical space quickly, in order to meet their aggressive growth goals.

“One of the core beliefs I have as a leader, is that you can't make progress without change, and you can't make change without conflict,” said Chairman and CEO Bob Brennan. “The conflict here was that while the company was relatively successful, there was a real gap between our current performance and what we thought we were capable of doing. Confronting that gap led us down this path where we're fully entrenched in the Force Management methodology.”

## The Solution

By participating in Force Management’s workshop process, Veracode brought together key leaders from across the company to align around the value they offer their customers and what makes them different from competitors.

The executive alignment provided a solid foundation for rolling out Command of the Message® with their sales force. They also implemented the MEDDPICC methodology to improve consistency around the sales qualification process.

## Measurable Results

Veracode re-accelerated growth in the company improving its numbers for three quarters straight.

“Since we've rolled it out, our growth has jumped from 16 or 17 percent to 25, 26 and 27 percent,” said Mike McGuinness, Vice President of Sales. “The Force Management roll out and the consistent approach to the market is absolutely one of the key contributors” to their success.

Additional results included:

- Faster ramp-up time for salespeople, particularly inside sales
- Consistent deal review conversation process with sales teams
- High-level consistent sales conversations among customer-facing teams