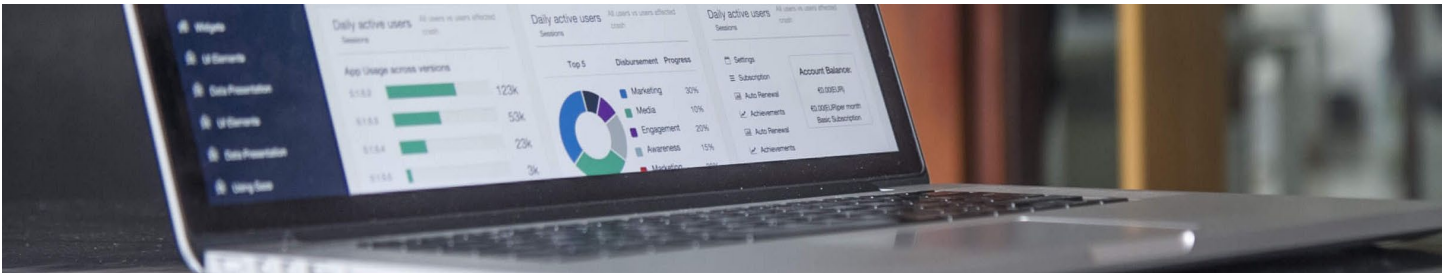


Immediate Results from New Sales Initiative

Improved Forecast Accuracy and a Decrease in Discounting



“We received a lot of value from the Force Management trainings. They’re not just coming in and telling your reps what to do, they come in and build tools that your team can use as an ongoing process. The combination of pragmatism and customization made this one of the best trainings I’ve been a part of.”

Jaimie Buss,
Vice President of Sales for
North America

The Client

Zendesk is a customer service and engagement platform that builds software to empower organization and customer relationships. The company’s powerful and flexible platform scales to meet the needs of any business. Zendesk serves startups and small businesses, as well as growth companies and enterprises in a multitude of industries.

The Business Challenge

Dealing with aggressive growth goals, leaders at Zendesk needed a way to improve productivity and scale the company.

“When you need to scale and as your organization is expanding, it is really hard to grow without having a standard process,” said Jaimie Buss, Vice President of Sales for North America.

There was a lack of consistency in language and in process, and in order to scale, the sales team would need to emphasize selling the full value of Zendesk, which included the total suite of products with multi-year contracts. Like many companies tackling market share and trying to preserve margin, they needed to minimize the amount of discounting in the late stages of the sales cycle.

The Solution

Zendesk implemented Command of the Sale® in combination with MEDDPIC training to improve qualification and revenue predictability. The programs also helped standardize their qualification process and gave them a common language around deal stages.

Zendesk also launched Value Negotiation training to provide sellers with customized tools that gave them the power to execute a value-based negotiation process.

With a multi-solution approach, Zendesk was able to continue building on the foundation instead of starting from ground zero with every new training.

Measurable Results

Implementing the solutions had wide-ranging impact across the sales organization, particularly in negotiation. “Value Negotiation was one of the best trainings we’ve ever done. Within one quarter, the training paid for itself by the amount saved from discounting,” she said.

The company also saw improvements in their sales process. Buss explains, “I know to such a closer degree of confidence where we are in the pipeline. Both the accuracy of the deal amount as well as the timeline of when the deal will close have improved.” Zendesk’s additional measurable results include:

- Year-over-year growth in conversion rates
- Increase in average deal size
- Growth in multi-year product deals

For Buss, the practicality of the Force Management training made the difference.

“I’ve seen a lot of other trainings and have been a part of other methodologies. This one is very concrete and gives your team a process. I find Force Management is very specific and very prescriptive, which makes it easily scalable.”