



## HOW A KEY SALES PLACEMENT TRIGGERED A COMPLETE SHIFT IN TRANSFORMING THE ENTIRE DEPARTMENT – AND REVAMPED THEIR ENTIRE SALES FIREPOWER.

iView Systems are global leaders in incident reporting and security reporting solutions. They help organizations strengthen their security measures by mitigating risk and liability through analysis and reporting of evidence.

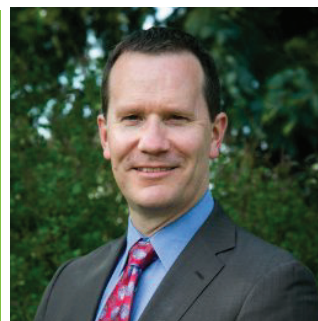
### THE BACKGROUND

The story begins with Martyn Bassett Associates initially placing Peter Spencer as the Director of Sales at iView Systems in August of 2016. Having had worked together in previous roles, Martyn knew that iView Systems were very eager to bridge a gap in their sales force, and Peter was perfect to quarterback that change.

Peter was coming into a sector that is not an IT space, but more of an application business-centric software department – that has business users with very specific needs and requirements to do their job. Martyn understood the difference between the technology that operates more as the plumbing and the wiring and the user-focused software, and what was needed from a salespersons' capabilities. This knowledge helped lay the groundwork further down the line.

***"Martyn is very knowledgeable; he knows the space, and he takes the time to understand what you're looking for. He continually follows up and he knows what is truly required for salespeople."***

- Peter Spencer,  
Director of Sales,  
iView Systems



## THE CHALLENGES BEGAN TO MOUNT

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When Peter joined the team, he recognized right away the need for a clean level-set on how the product was being positioned in the market and a complete revamp on their sales playbook. The team wasn't engaging at the level that was required, and there were concerns at the ability to demo in detail both on a personal style and a personal capability level.

After conducting an internal audit on the sales team, and spending quite a bit of time getting to know everyone, what they did and how they did it, Peter switched his focus onto what the customers were like - what they were looking for, what the market was like and how their product fit in. And once he got to that point, he knew they needed to make a change on how they operated with more of a software engagement methodology around the concept of solution selling.

***"This is the world Martyn lives in – it's not even a debate. And I wanted to tap into that expertise with his team."***

With the company rapidly scaling and piercing new markets, it was time to beef things up with the Presales Support to help the sales team articulate the nuts and bolts of their application. Martyn was instrumental in finding the first couple of people in the Presales group that could build out that function and speak the language.

With a powerful Presales team fuelling the enterprise and the lead generation team keeping the pipelines flowing, they shifted their focus to Account Executives and a Customer Success team to build that operation out even further. He quickly got to work and found customer focused candidates who were amazing at discovery with their ability to effectively diagnose issues. These Client Account Managers not only took great care of these key accounts but also helped grow their revenue – which took a major headache off of Greg, as he was able to focus on grooming the right people for the right roles.

## BETTER IN TUNE WITH THE CUSTOMERS

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With all of this fresh intel at his fingertips, Peter re-engaged Martyn to go to work and help bridge the gaps in their sales team. Martyn got to work and came back by placing a Customer Service Administrator, a Lead Generation Specialist, and two Sales Executives.

That helped trigger a complete shift.

Peter saw a rejuvenated sales team and a dramatic increase in their overall activity level. The pace at which they engaged and qualified new customers saw a significant spike. All the existing accounts increased and improved and the quality and velocity of work being done saw major advancements.

Peter's team saw other positive changes such as how to effectively sell the breadth of their product and not just a couple of things. They were getting into the workflow of what customers are trying to do and married what the product can do for that workflow.

## A COMPLETE 180 IN THEIR SALES PLAYBOOK

iView Systems started firing on all cylinders and were yielding much better results in terms of satisfaction on implementation. As they strengthened the relationships with their existing customers, it became very simple for them to add on because they already knew all about their challenges, what they're doing and why they're doing it.

***"We can execute across the whole sales playbook now, as opposed to before when we were only running with one play at a time."***

Peter understood the need to be able to run a variety of plans at any given time - not just once. So part of this process meant completely revamping their prospecting plan, how they responded to new leads, solidifying a plan to identify new opportunities, reaching out to existing customers and truly leveraging their internal network.

They resurrected the extensive list of their older leads, which drove new opportunities and also helped them take a granular look at the individual pipelines of their sales reps and see the potential that lay there.

As the Director of Sales, Peter has his team executing across all playbooks of selling which grew their pipeline, closed more deals, qualified out thriving opportunities, made their numbers - and also led to exiting every quarter with a growing pipeline.

***"Based on Martyn's exposure over the years to many different companies, managements, and the changes that are needed on the sales side at an overall company level - he's able to provide phenomenal counsel."***



### IVIEW SYSTEMS PLACEMENTS SINCE 2016

- ▶ Head of Sales
- ▶ Customer Service Administrator
- ▶ Sales Executives x2
- ▶ Lead Generation Specialist