

9Lenses enables a Fortune 200 IT services firm to rapidly identify roadblocks that were inhibiting sales team performance

Client is a global leader in providing technology-enabled business solutions and professional services.

Innovation as a turnaround strategy

A Fortune 200 firm known for its history of leadership in the global IT services market was plotting out its next generation strategy to ensure its high performance continued. The challenge was that the competitive dynamics, technology, and customer preferences were changing rapidly. In order to be successful, the firm had to truly transform its product offerings and delivery and operating models.

The firm's sales organization was finding it difficult to adapt to the rapidly changing industry dynamics and customer expectations. Recognizing that legacy sales processes lacked the agility to respond to customer requests, a sales executive chose to run the 9Lenses Sales Team 360 App for a rapid and powerful sales team performance diagnosis.

“Our sales people are too busy doing pricing, RFPs, and proposals to even interact with their customers.”

After running the App, instant analytics were provided on the large dataset of feedback to identify root causes, performance benchmarks, and actionable insights. Valuable and relevant sales team insights were captured from scientifically developed questions. The sales executive was impressed both by the level of insight that was delivered and by how fast he received the insights.

App: Sales Team 360



Challenges:

- Rapidly changing industry and technology landscapes
- Legacy sales processes lacked the agility to respond to customer requests
- Customer preferences were shifting and competitive dynamics intensifying

Results:

- Increased sales team focus on revenue generation
- Simplified pre-sales processes with state of the art proposal tools
- Reduced length of contracts
- Shortened approval process on small deals

Knowing what you don't know

Three key findings that emerged from the App session stood out to the sales executive:

- 1) The sales team's proposal tools lacked agility. The sales team was spending hours preparing one-off proposals rather than dedicating time to engage with their prospects.
- 2) 70% of sales team members flagged "understanding customer pain" as a critical communication and training gap.
- 3) The company was losing potential customers to competitors due to lengthy and archaic 70-page contracts.

Insight leads to innovation

Armed with these three key insights, the sales executive was able to make a number of changes. Collectively, these changes enabled the team to increase its focus on revenue-generating activities.

First, the sales organization simplified the pre-sales processes by implementing state-of-the-art proposal tools. Secondly, it reduced the length of contracts from 70 pages to 4. Finally, it shortened the approval process on small deals by identifying process owners and enabling them to make rapid decisions.

The combined efforts to improve the sales organization enabled the team to be more agile and responsive to customer needs. Importantly, the actions to improve the sales organization aligned with the broader mission of transforming the company into a more innovative organization and will help ensure its continued success in the increasingly challenging IT Services market.

About 9Lenses

We empower business leaders to rapidly uncover powerful organizational insights from their most critical resources - their employees and customers. These insights enable business leaders to drive enterprise value, engage employees, and make confident decisions on even the most challenging problems.

Whether you want to take your business to the next level or grow sales, 9Lenses can provide the focus your company needs. To learn more, please visit www.9lenses.com/9lenses-software or email us at: sales@9lenses.com.