



SALES ASSET MANAGEMENT STRATEGY DRIVES CONTENT ROI

CHALLENGE

Sales teams had too much material at their disposal and they indicated in surveys that they often felt overwhelmed with all the content that they needed to “wade” through to find what they really needed. NCR had 8,000 pieces of content on the company intranet and another 2,000 pieces of content on SharePoint sites and other micro-sites created by product teams. Search function on the intranet was poor. The custom-built metrics tool provided very limited information on usage of material. Many of the links to content on the intranet led internal users back to pages on NCR.com. This prevented marketing from understanding external usage by customers versus internal usage by sales. The material that was housed on the intranet was organized by product and not aligned to the stages of the sales cycle. The intranet was operated by one web master. Industry marketing teams had no central resource to manage the taxonomy of their own content yielding a cluttered mess. Sales people didn’t want to take the time to search so they would often contact product teams and ask for help. These workarounds on an individual basis decreased both sales and marketing productivity. Division teams knew they needed a better solution but needed leadership to explore an enterprise tool.

ACTIONS

- Partnered with sales operations to build a business case for a sales asset management system.
- Convened a team of stakeholders across division sales and marketing teams and persuaded them to look at one enterprise wide solution that would solve the majority of business challenges.
- Wrote requirements for sales asset management tool to be integrated with salesforce.com to allow marketing teams to measure the true value of content and partnered with IT and Supply to interview vendors.
- Solicited input from divisions on vendor list as a means of building consensus.
- Scheduled meetings with 10 different suppliers to assess capabilities narrowed to one ultimate winner.
- Prepared a comprehensive recommendation to stakeholders and sold them on the preferred solution.
- Worked in conjunction with sales operations, procurement and IT to negotiate contracts and SOWs.
- Led cross-divisional team in an effort to “pack their house” and move 10,000 assets to the new solution.

RESULTS

- The tool was successfully integrated with salesforce.com and launched to division sales and marketing teams.
- Divisions can now measure the impact of sales content on the marketing and sales pipeline.
- Marketing can now make data-driven decisions on what type of sales content to produce.

RECOMMENDATION

Todd excels at navigating large companies and building relationships to drive alignment between marketing and sales. He is also a true partner to sales and sales operations. I’ve been working with him for the past 3 years and I could always count on him to understand the sales point of view while working to give time back to sales and make their life easier. He was a sales enablement catalyst at NCR and we worked side by side to launch a new sales asset management tool for the company. Todd built out the requirements and led the cross divisional marketing teams to help them understand the value and work as a team toward a common goal. Todd would make a great addition to any company looking to drive sales and marketing alignment. – Linda Sherman, Sr. Director of Global Sales Operations, NCR