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SALES ENABLEMENT STRATEGY FOR ADTECH SAVES SALES TIME

CHALLENGE

Sales teams didn't have good customer facing documents with a succinct consistent brand message or elevator pitch. Existing sales/marketing documentation was poorly organized (not on an intranet for easy access) and not streamlined by product/service or by an approved sales process. There were no metrics on sales material usage. The lack of a website for sales material made it difficult for new sales people to ramp up on Adtech Global products, services and processes and slowed down their productivity (i.e. time from initial hire to being fully ramped and revenue generating). It also prevented marketing from using data to guide the development of sales material.

ACTIONS

- Executed Brand Messaging and Positioning project to identify value proposition for Adtech Global.
- Developed a framework for organizing all "sales assets" based on a simple sales process that included six steps: Prepare, Discover, Present, Close, Grow, and Renew.
- Presented concept to Marketing and Sales leadership, then sales teams to help them understand the framework for organizing documents.
- Drove alignment between sales and marketing on the taxonomy and structure for website.
- Led meetings with sales team to persuade them to assist marketing in gathering documents.
- Gathered all documentation in one location for posting to company intranet via SharePoint.

RESULTS

For the first time ever sales teams had materials at their disposal that:

- Contained a consistent brand message and value proposition to improve the quality of sales conversations with customers to increase our close rate on existing opportunities and drive more revenue.
- Could be easily found on an intranet based on product/service line or stage of the sales process which decreased the amount of time that they spend preparing for sales calls so this time can be invested into more customer facing meetings.