

# SellMasters

## Case Study:



Computer Associates®

### Situation

Computer Associates strategy is shifting focus from selling software predominantly to mainframe users and putting the emphasis on selling software for distributed systems.

To support this strategy the **sales force needs to prospect more effectively** and open doors to new accounts and to new contacts in existing accounts (in the past sales people tended to return to their existing relationships). Sales management felt that their sales teams were good at closing deals once in a qualified meeting and did not need training on the sales process once a qualified meeting had been set.

### Solution

SellMasters conducted a sales training program focused on improving the sales team's ability to secure qualified meetings with target decision-makers. The sales training enabled CA's sales team to **call with purpose** and mean more to their prospects, greatly increasing their ability to gain access to their targets. Enabling the team to call with purpose **motivated the sales executives to prospect consistently and persistently.**

### Results

- At the end of the reinforcement period, the sales people who had gone through the SellMasters training were setting an average of 2.7 new qualified meetings each month against a goal of 2.0 set by sales management so that sales people could meet their quota.
- Sales people are now averaging a 50% conversion rate between cold-call conversations with decision-makers and meetings being set.
- Computer Associates experienced an ROI of 35 x (3,500%) on the investment they made with SellMasters for this engagement.

### Solution: SellMasters Smarter Sales Training Stages

1 Prepare	2 Educate	3 Reinforce
Sales Process Integration	1-Day Prospecting Workshop	Three Month Reinforcement
Analysis, assimilation, design and alignment	Onsite training	Online coaching with actual pipeline opportunities

1\_SellMasters met with sales and marketing management to conduct interviews and review materials. Following these interviews SellMasters conducted a "Keep, Change, Trash" session to understand which sales best practices and materials would be used for this training. Finally the training was prepared and previewed with management.

2\_SellMasters conducted a one-day onsite prospecting workshop for CA's sales team.

3\_SellMasters conducted six online reinforcement sessions over the Internet and telephone over the course of three months. The reinforcement sessions were deal-based, allowing CA's sales representatives to bring live challenges about deals they were working on to the sessions for diagnosis and solution.

# SellMasters

## Case Study: mro software

### Situation

MRO Software is the market leader for strategic asset and service management solutions with \$180M in annual revenues. There were three specific challenges that MRO called on SellMasters to address:

- 1\_Ability to sell to senior executives – with a larger product footprint and value proposition, as well as increased competitive pressure from the larger enterprise "suite" players, MRO wanted to better prepare their sales force to sell at the senior executive level in all sales pursuits.
- 2\_Major new product launch required new sales messaging - MRO was launching the most substantial new release of its Maximo product line in the company's history creating new challenges for their sales force around messaging, new value propositions, new competitors, etc.
- 3\_Multiple sales methodologies in use - during the last 10 years, MRO has introduced several different sales methodologies and approaches to the sales force. As a result, no one methodology or approach became the "standard" and in fact fragments or "pieces" of each program were in use making it difficult to have a single, consistent unified sales language.

### Results

MRO has experienced significant advances in two particular areas,

- (1) the ability to grow their sales pipeline and
- (2) the ability to maintain deal size through "discount-avoidance" and senior executive relationship building.

MRO has cited these as the main areas that have yielded the greatest payback (ROI) for MRO's investment with SellMasters.

### Solution: SellMasters Smarter Sales Training Stages

<b>1</b> Prepare	<b>2</b> Educate	<b>3</b> Reinforce
Sales Process Integration	1-Day Sales Workshop	Three Month Reinforcement
Analysis, assimilation, design and alignment	Onsite training	Online coaching with actual pipeline opportunities

1\_SellMasters conducted a "KCT" (Keep, Change, Trash) workshop with MRO sales management to determine which sales best practices have served the company well, which needed upgrading and which were obsolete. In-depth interviews were conducted with MRO marketing and sales to develop a set of "best tools" for the sales force.

2\_SellMasters conducted one-day workshop on Sales Process for the entire worldwide sales force of one hundred and eighty sales people. SellMasters then rolled-out the (Selling to the Executive Level, SellIXL™ Workshop) to the MRO sales force to prepare them to better identify, access, and influence senior executives throughout the sales cycle.

3\_SellMasters coaches conducted one-hour online reinforcement sessions with each regional sales team and their managers for the three months following the training workshops.