

Integrated Media Company Sales Transformation

IP Leader: Matt Bartels | Project Leader: Quang Do

The Situation



One of the top five largest traditional media companies noticed

their sales reps were focused on “comfort zone” product pushing versus the customer’s needs or the upsell. The company began to see a high churn of digital products and below market growth.

The Challenge

The company needed to restructure the sales organization to capture growth and align to their sales strategy. A shift to a customer-aligned solution selling approach would increase growth and sales rep productivity.

The Solution

The Alexander Group, Inc. (AGI) led a complete sales transformation of strategy, structure and management for this media company. AGI created unique sales enablement and accountability tools to support the sales force and the shift to solution selling. This sales enablement tool included:

- **Sales Process** - Documented with clear steps and focused on uncovering customer information
- **Value Propositions** - Tailored to business categories to demonstrate expertise and successful solutions
- **Opportunity Pipeline** - To keep track of accounts and upload completed needs analysis forms and proposals
- **Innovation Rooms** - For reps to ideate with overlays and craft effective solutions
- **Leadership Scorecard** - To keep track of sales transformation adoption and create accountability

Sales Process Overview

Sales Process Phases & Stages: Access, Persuade, Fulfill

Success Stories

Please Refer to Relevant Case Numbers and Proposals

Case Number	Account	Product	Revenue	Profit	Margin	Notes
1001	ABC Corp	Product X	\$100K	\$20K	20%	Initial client
1002	DEF Inc	Product Y	\$150K	\$30K	20%	Upsell opportunity
1003	GHI LLC	Product Z	\$200K	\$40K	20%	High potential

Leadership Scorecard

Category	Target	Actual	Variance
Revenue	\$1M	\$1.2M	20%
Profit	\$200K	\$250K	25%
Customer Satisfaction	85%	90%	5%
Employee Engagement	75%	80%	5%

The Benefit

The outcome for this media company was a successful sales transformation. They reported a year over year digital revenue increase of 22%+ in the 3 months following the project with a reduction in churn. The company also noted 75%+ of their sales reps are achieving >90% of goal vs historical ~60%.