

Talent and Enablement Upgrades Lead to Better Sales Execution

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The Situation



A medical device company had recent changes to their go-to-

market strategy which required corresponding upgrades to sales structure and supervision. A new segmentation model was created, as well as a new inside sales role to handle smaller value accounts. A significant change management effort was needed to transform the sales force's account development behaviors.

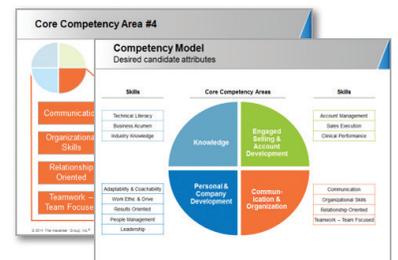
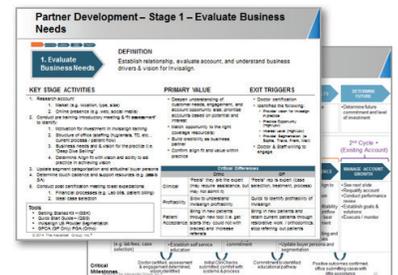
The Challenge

Deeper customer relationships and greater selling efficiency and effectiveness were necessary for the company's growth. Codification of specific duties and expectations for each sales role to support the go-to-market model was also required.

The Solution

To assist this medical device company, the Alexander Group (AGI) defined each sales role's primary responsibilities and activities across all stages of the customer contact continuum. AGI created several tools and playbooks to assist the company.

- **Sales Execution Playbook:** Included segmentation, buyer profiles/attributes, value propositions, sales process and sales tools
- **Relationship Development Playbook:** Optimal relationship pathway; included process steps, activities and outcomes, and sales play differences by segment
- **Recruiting & Coaching Tools:** Comprehensive competency model outlining skills necessary to execute a sales role and advance in the organization. AGI also laid out the interview process and governance model that codified owners at each step and provided interviewers the right tools (e.g., scorecards) to ensure the right candidates passed through to the next stage.



The Benefit

The tools and playbooks created by AGI improved the sales rep morale and motivation leading to larger and deeper relationships. The playbook also solidified internal and external rules of engagement leading to a better customer experience. The company saw an upgrade in talent through more powerful recruitment and coaching practices.