

Single Point-of-Reference for Sales Excellence

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The Situation



A private equity-owned public sector software company needed

tools for their sellers to successfully execute their newly assigned account development and management responsibilities. The Alexander Group, Inc. (AGI) recently led a major transformation of the company's sales organization and go-to-customer model.

The Challenge

A single point of reference (playbook) needed to be created to share sales excellence best practices. The company also needed to highlight key changes to their go-to-customer strategy and build tools that would empower sales reps to be successful.

The Solution

AGI engaged the sales leaders to understand the most significant opportunity pursuit inhibitors. They consolidated their recommendations into a playbook with embedded sales rep productivity tools. The **Communication of New Sales Model** playbook outlined the new coverage, sales process, and roles and responsibilities to serve as reference throughout the fiscal year. The **Opportunity Prioritization + Planning Tool** is an excel-based tool designed to highlight the most promising accounts and guide opportunity pursuit activities.

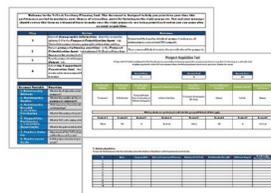
The Benefit

The company rolled out the playbook at their sales kickoff and successfully adopted by both hunter and farmer sales reps. The company also reported better account prioritization and a streamlined pursuit of new sales opportunities.



Communication of New Sales Model:

Playbook outlines new coverage, sales process, and roles & responsibilities to serve as reference throughout the fiscal year



Opportunity Prioritization + Planning Tools:

Excel-based tools designed to highlight most promising accounts and guide opportunity pursuit activities