

FEATURED SUCCESS STORY: Territory Planning for a portfolio company of a Fortune 20 Tech Conglomerate

PROBLEM STATEMENT:
Improving productivity of
sales team and helping
the Sales leadership
establish a guided selling
process to improve reps
chances of securing
growth through
acquisition of new logos



CHALLENGE

- Reps were not able to secure new logo closures on time, territories not optimized
- Inconsistent performance of Sales Reps, with most reps making less than 30% of quota
- No leading indicators or milestones to understand if rep was making progress
- Lost visibility into account activity if rep moved out or was re-assigned
- No consolidated intelligence to monitor progress of plans



SOLUTION

- Identified sweet spot, defined scoring and further segmentation based on internal and external data
- Established guided selling replicating success path of highest performing reps
- Surfaced curated external insights with access to over 75M web sources
- Set flexible and configurable plan formats tailored for each segment
- Analytics to show which reps were ahead and behind in key milestones



RESULTS

- More focused approach resulting in faster closure of new logo deals
- Cut down time to land first deal between 3-6 weeks
- Understood key relationships to navigate
- Inputs for tailored account based marketing based on client imperatives
- Whitespace analysis leading to better qualification of pursuits
- Sales Ops and Leadership got access to identifying reps that are ahead and the ones that needed coaching