

Performance Technologies

Consultative approach trumps commodity perception.

This national leader in the information management industry faced technology replacing a significant portion of the products it provides. Products once considered proprietary were now perceived as commodities. In addition, local suppliers and niche competitors were creating serious pricing problems. The company needed to reposition its sales approach and differentiate what its sales team brought to the table in order to stand out in the minds of customers and reverse annual sales erosion.



CHALLENGE

Sales force has a product vendor approach rather than a strategic business alliance relationship with customers.

IMPLICATIONS

- Competition taking accounts or winning major opportunities
- Perception as a commodity provider diminishes value as a "solutions" source
- Profit margins shrinking, due to increased discounts

SOLUTION

- Installed account/territory management processes
- Created a strategic sales capability that establishes value proposition and defeats competitive positions
- Measured results to drive accountability
- Added a strategic coaching process

RESULTS

- Increased revenue and profit per sales rep
- Improved customer satisfaction
- Increased customer retention and penetration
- Regained market share dominance via "competitive knockouts"



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Making businesses better