



Business Situation

This fortune 500 technology company needed an edge. In a marketplace filled with low-cost competitors, savvy buyers, and comparable technology, customers asked for – and got – deep discounts. They expected free upgrades and free service. Competitors pursued prized customers while our client’s account teams struggled for differentiation.

Their North American Solutions Group took a stand and began implementation of *Acclivus Sales Negotiation* (ASN) with three selected groups to improve sales performance, to deliver greater value to customers, and to strengthen customer relationships.

Challenges / Needs

- Aggressive competition – need to differentiate beyond providing the lowest price
- Cost-focused customers – need to clarify and justify pricing and get something of value in return for concessions made
- Limited influence – need to build executive-level relationships and influence the early stages of the customer’s decision process

Solution

Customer Operations implemented ASN for a cross section of its sales professionals—sales reps, sales managers and product specialists—in Denver, Los Angeles and San Francisco while the other half of the teams served as a control group by which to compare measurement results.

- Executive planning and alignment sessions
- Implementation of *Acclivus Sales Negotiation*
- Execution of the 12-week *Follow Through* reinforcement and coaching program
- Measurement using PulseCheck® surveys and Bottom-Line Tracking™ (Level 4)

Results

The results were outstanding. Bottom-line tracking measured “before and after” results by sales professionals trained in ASN and a control group that had not participated in the pilots ninety days after the implementation.

Results showed that revenue generation for the trained groups in all three business units had increased 30.7%, with a 15.1-point difference in revenue over those who had not yet attended the program. There was an 84.2-point difference in units sold per person/month between the ASN participants and the control group.

Vice President and general manager of U.S. Customer Operations in Greater Los Angeles says in addition to increased revenue and a “significant” margin increase, ***“a benefit you really can’t measure is the confidence demonstrated by those trained in the Acclivus process. They were so knowledgeable and so well armed with strategy and skills that they could handle even the most competitive situation or difficult customer.”***

In fact, 15 of 18 sales specialists in his initial group earned the prestigious President’s Club award—impressive results considering that only two had been on track to earn this designation prior to attending ASN.

One sales executive, armed with new negotiation skills, closed a \$1 million project that was headed to a competitor.

“In addition to the dramatic impact ASN is having on profit and revenue growth, a key result is the substantial increase in cooperative and collaborative customer relationships. Participants are working more often with executive levels in their accounts and delivering improved enterprise-wide customer business results with our client’s Solutions—exactly the direction they want to go.” – Acclivus Account Manager