



The Facts

Revenue data used:

- ✓ Average weekly revenue = annual value + non-recurring revenue
- ✓ 38 weekly reports

Population:

- ✓ 216 quota-carrying sales people
- ✓ 180 sales support people

Pre/Post Comparison:

- ✓ 1,579 total person-weeks pre training
- ✓ 2,397 total person-weeks post training

Business Situation

When discussions around goals began, this Acclivus client wanted to grow revenue by at least 4.5%. To support this goal, they also wanted to:

- Grow the average size and value of proposals
- Increase closing ratios/enhance sales pipeline performance
- Increase sales in margin-carrying product/service lines
- Improve customer retention and loyalty
- Build a high-performance, development-focused sales culture

Performance Challenges and Needs

- Fulfilling already defined needs - needed to take a consultative approach to identify true and complete needs
- Had too little influence in the customer decision process and needed to enter earlier to develop more influence
- Had insufficient insight and needed to expand relationships high/wide in order to gain full insight
- Used to selling service and hardware, and missing opportunities to sell high margin solutions

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¹Certainty: likelihood that results were due to Acclivus skills was statistically significant at p=0.05934

²ROI Analysis: conducted by an independent, third-party research company

Solution

- Predisposition of the sales organization and managers
- *R3 Sales Excellence*® for salespeople and managers; Acclivus Coaching® for managers
- Reinforcement with the 12-week follow through program
- Measurement using PulseCheck® surveys and Bottom-Line Tracking™ (Level 4), and an independent ROI analysis

Results

Acclivus measured the project through employing a PulseCheck® survey to measure the frequency of application and confidence levels in applying each of the R3® skills. Frequency of manager involvement and program value were measured, and success stories were gathered. Here's what we found:

- 139 participants directly associate the following revenue with the use of the *R3 Sales Excellence* skills and strategies:
 - **\$4.27 million in non-recurring revenue**
 - **\$960,000 in monthly revenue**
- **196% increase in executive level** relationships in selected accounts.
- **155% increase in departmental level** relationships
- **155% increase in project level** relationships
- **Success stories included** gaining valuable insight opening the door for more comprehensive solutions, displacement of the competition, expanding opportunities to more locations and more solutions.

Third-party Validation: Our client enlisted the help of a third-party measurement firm to measure ROI. The results were impressive! The Six-month ROI was 812% with a payback period of 16 days. The net benefit was \$4.4 million.

It is true that the application of one or several skills can impact one sale. And when expanded to impact sales over and over again, the financial impact is exponential in value!

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