



A ClearEdge Marketing Case Study

Driving predictable and sustainable revenue growth through sales process optimization

The Client

A respected, multi-million dollar IT professional services firm with more than 20 years of profitable growth and success providing nationwide clients with workforce staffing services and solutions.

The Challenge

For many years, this Client enjoyed a healthy book of business and met its revenue goals without the benefit of a formal sales process. As additional offices were established and new salespeople hired to meet the growing demand for its services, a variety of selling strategies and sales messages were adopted. This led to a disparate sales approach for targeting and winning new business, inconsistent tools and techniques, and mixed sales messages across the company.

As the turbulent economy over the past few years forced companies to slash IT budgets, the Client found itself in a highly competitive marketplace without a consistent, sales-driving methodology to fall back on. To maintain its successful performance, the Client needed to:

- Transform its sales strategy to a more consultative and buyer-aligned approach
- Develop and institutionalize a clear, consistent and client-focused sales process that would drive sustained, predictable and profitable revenue growth
- Increase the productivity and proficiency of its sales professionals

The Solution

ClearEdge Marketing had recently been engaged by the Client to help refresh its go-to-market strategy. Upon learning that ClearEdge also had the proven ability to help companies optimize their sales process, the Client hired ClearEdge for this service.

Working in partnership with sales leaders, ClearEdge evaluated the Client's sales organization, operations and selling techniques. At the same time, ClearEdge collaborated with the Client to review industry and company best practices. To ensure the new sales process, standards and tools would be on target and universally accepted and adhered to, an ad-hoc Sales Advisory Team comprised of sales, recruiting and management representatives from all offices was also created.

After completing this comprehensive due diligence, ClearEdge created a sales process framework and sales training guide that integrated:

- Industry and company best practices
- Enhanced tools and techniques
- Detailed value propositions that clearly demonstrate how the Client's services benefit prospective customers
- Consultative selling skills
- An effective and straightforward account identification and development methodology
- A sales management process that reinforces the sales process, monitors key metrics, encourages collaborative behaviors, and ensures that sales leadership provides just-in-time coaching and continuously drives performance improvement

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The Result

Within a few months of instituting the formal sales process and associated tools, techniques and messaging, the Client is already seeing benefits. “Our team is now speaking the same language about our company, our services and our value proposition,” said the vice president of sales. “We are gaining momentum and starting to see results because we finally have an account development process that ensures all sales efforts are focused on building revenue-generating business.”

The sales process manual has also proved to be an invaluable tool. In the past, it took six full days of training to review the sales process and a wide array of forms and procedures. “We can now review the entire process and tools with a new salesperson in six hours. It has been a tremendous training tool and time saver,” stated the vice president.



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