



Introduction

Sales execution lies at the heart of every organization's ultimate success. This puts enormous pressure on sales executives to meet or exceed assigned quotas. Often growth is expected using existing or reduced staff headcount, which raises the bar in terms of improving the efficiency of sales resources.

Sales enablement then is critical to help sales teams identify and move customers and prospects through the buying cycle quickly and more easily.

About the Client

Our client is a global business-to-business information services company employing more than 19,000 people and operating in 40 countries, including a substantial market presence in the United States.

Challenge

The U.S. general manager approached dPrism with goal of accelerating new sales success rates in key areas of the product portfolio where competitive differentiation and momentum were strongest. Sales complained they needed "hot" or at least "warm" leads, and they needed to know exactly what products to present to whom for the best results.

Churning through the large list of "cold" prospects to qualify them and find the appropriate decision-maker or influencer was time-consuming and unproductive.

With limited sales and marketing resources, they needed enriched leads to help them prioritize which companies would be most interested in their product and services, a persona profile of the decision-maker they should focus on, and what specific solutions they should be offering and selling to those customers.

Solution

We helped them accomplish this goal through a **sales enablement** strategy that focused on dramatically augmenting their prospect data, identifying and prioritizing sales leads, and channeling higher quality leads to the assigned sales teams. Our method included using cutting-edge robotic process automation (RPA) and analytics.

The dPrism delivery process focused on accelerating results quickly, as our client wanted to see revenue impact in a short period of time. Each monthly sprint was focused on a specific product line. The team combined strategic planning and tactical execution to deliver concise four-week engagements, which accomplished the following:

- Extracted CRM data and translated it into data sets to enable a comprehensive sales and marketing diagnostic analysis.
- Analyzed the existing customer base, retention rates, product and bundling patterns, sales revenue trends and marketing programs to identify successful and unsuccessful strategies.
- Classified the most successful client types by product and solution and captured and documented their attributes; company revenue, number of employees, and other identifiers including website keywords and phrases.
- Built new lists of higher quality prospects by scraping websites and third-party databases for prospects that match the profiles of the most profitable and active current customers.



- Used **RPA techniques**, augmented lead data from the website scrapes and other resources, such as LinkedIn, to ensure that their data was clean, updated, and actionable.
- **Refined targeting** by feeding lead attributes into a scoring algorithm, allowing for a more detailed ranking of prospects.
- Developed a template for major account “battle-cards”, detailed account-specific roadmaps to enable **account-based sales (ABS)** and **account-based marketing (ABM)** to be implemented for multi-product, high revenue prospects and customers.
- Initiated a process for **CRM integration** to effectively distribute prospect and lead data to the proper sales groups while capturing real-time pipeline progress and results.



Results

dPrism delivered a new approach to lead development and customer analysis that can be applied on a regular basis. We delivered an organized and highly augmented prospect database for CRM Integration, enabling highly targeted marketing and sales campaigns – with tools for implementing ABS and ABM at the enterprise account level. The benefits of the multi-sprint engagement included:

- Dramatic improvements in the quality of prospect data: Each prospect was scored based on keywords on their website that were determined to predict sales. The data was cleaned and more than 60% of the prospect database was augmented with email information and contact information for relevant job titles.
- Increased sales team efficiency and ability to adjust sales goals based on prospect insights. The dPrism team translated that learning into clear and actionable recommendations and guidance for marketing and sales execution, down to the district and individual rep level.
- Higher engagement rates on marketing campaigns, increased number of sales meetings scheduled, and an increase in closed sales, resulting in new revenue.

To learn more about dPrism or to set up an initial consultation, contact **Len Gilbert, COO, dPrism** lgilbert@dprism.com

From the Client

"The work dPrism spear-headed for us has brought new visibility into our business and unlocked new opportunities for growth."

- Client VP Marketing

About Us

Digital Prism Advisors (dPrism) is a team of executives with deep hands-on operational experience and a unique combination of strategic acumen and tactical know-how. We help executives at mid-market organizations find and act upon growth opportunities while navigating technological change.

Our capabilities include:

- Growth strategy
- Capabilities analysis
- Execution planning
- Business model innovation and transformation
- Sales enablement