

Are you holding your sales team accountable to pricing programs in order to ensure price realization and manage profit margins?



The Challenge

A cloud solutions provider was selling complex technical customer solutions and faced:

- Limited product and customer segmentation
 - Limited data cleanliness and availability
 - A large sales team with varying technical knowledge and tenure
 - Differences in regional pricing practices that led to lack of adherence
- In addition, they were struggling to balance their strengths with the fast-paced evolution of their industry and increased technological advances.

The Solution

INSIGHT began by creating a tailored, systematic, and scalable framework to improve sales productivity through account segmentation and sales rep analysis. Next, we developed a sales engagement model through enhanced customer and product segmentation and purchasing pattern analysis to understand propensity to buy, enabling account prioritization and cross-selling/up-selling identification. Last, we established KPIs, performance dashboards, and scorecards to measure relative margin performance by sales rep and track patterns to inform training needs and drive continuous improvement.

THE RESULTS

54%

INCREASE IN SALES VOLUME



INCREASED PROCESS ADOPTION



INCREASED DESIRED PRODUCT MIX

This service provider experienced increased sales and productivity through improved segmentation, account prioritization, and a systematic and scalable sales effectiveness framework that incentivized desired sales rep behavior.

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