

A photograph of an industrial facility, likely a power plant or refinery, featuring large grey machinery units and prominent yellow pipes. The scene is brightly lit, possibly by natural light from large windows or skylights.

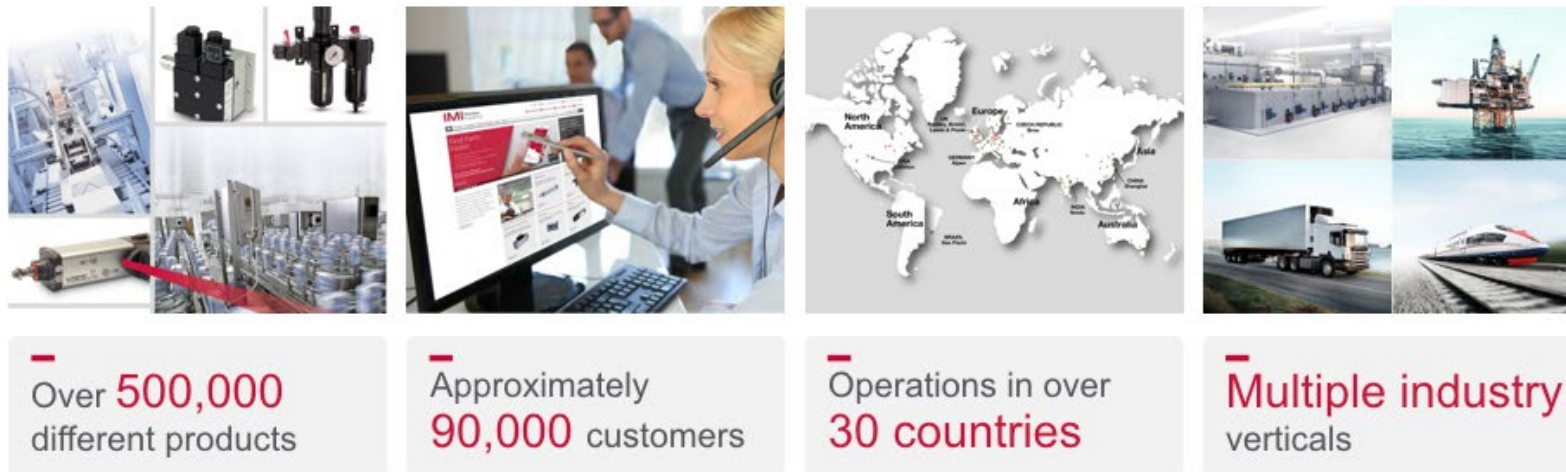
From Good to Great: Delivering Insights to Fuel Sales Performance

As presented by Paul Umpleby,
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IMI Precision
Engineering

||| zilliant

IMI Precision Engineering Is A Complex Business



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IMI Precision Engineering, a global industrial manufacturer, was trying to overcome challenges that prevented their sales team from being productive and delivering the absolute best results.

Like many manufacturers with tens or hundreds-of-thousands of products and customers, complexity quickly adds up. Overcoming the complexity challenge was crucial in order to tap into the full potential of their sales team, customers, and markets.

Analytical Complexity Needed Fixing

- Needed to understand account churn and get it under control
- Limited internal resources to carry out analytical work



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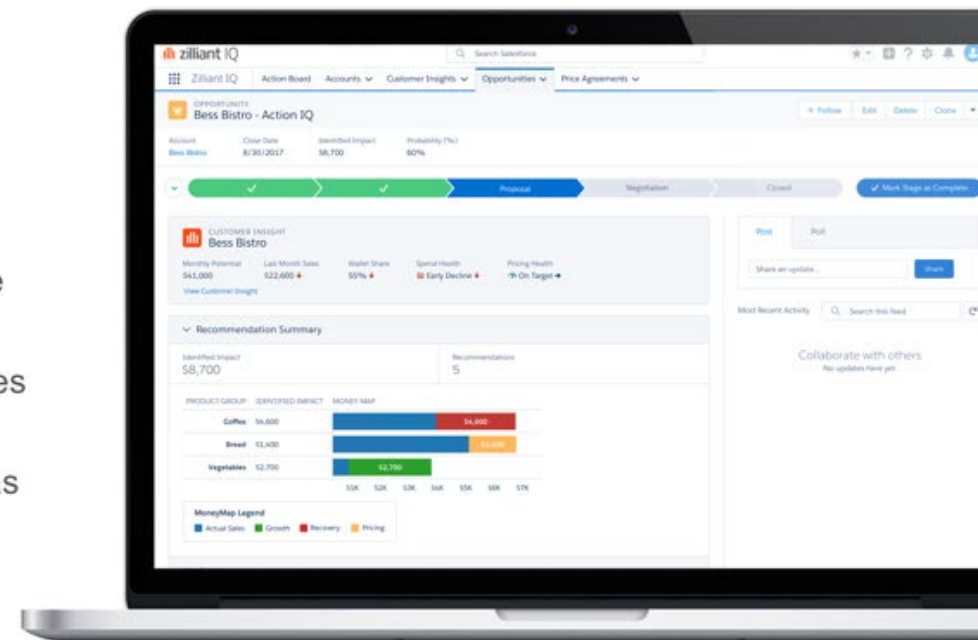
In order to grow, IMI Precision Engineering needed to address their analytical nightmare despite limited resources and understanding of exactly where to start.

In-house business intelligence yielded ineffective results while also being deemed difficult to scale. With high customer churn rates, they were motivated to quickly identify a solution.

Zilliant Ticked Many Boxes for Us

Why We Chose Zilliant:

- They knew our data and our company.
- Early test modeling presented huge potential benefits.
- We didn't need to invest in resources inside our business.
- The roadmap to implementation was relatively simple.



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IMI Precision Engineering had already partnered with Zilliant for AI-generated price optimization and guidance, using the Zilliant Price IQ™ Engine. So when presented with this new challenge related to sales complexity and account churn, Zilliant ticked many boxes.

By applying the same data to a new set of Zilliant AI engines, the companies quickly identified significant opportunities to recapture lost business and expand market share. Zilliant demonstrated the necessary expertise to be a key partner and extension to the IMI team, alleviating the need to make further internal resource investments. Additionally, a quick implementation and path to value was simple and clear.

How IMI Precision Engineering Implemented Sales IQ

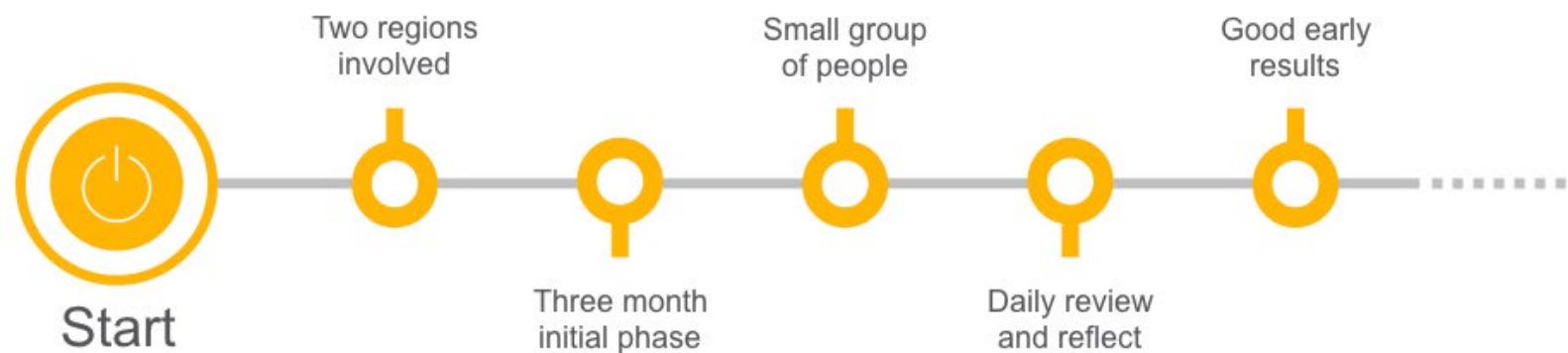


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The company embraced an agile process for implementation using the steps of start, systemize, and scale.

With a clear vision of where they wanted to be, they broke the process up into smaller components which could help them get to market and value faster, while at the same time helping them to learn and improve along the way.

Path to Sales IQ Implementation: Getting Started



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In the *Start* step, they worked closely with two sales regions to deploy account expansion and recovery opportunities identified by Zilliant Sales IQ™, an AI-based predictive sales engine.

They conducted daily reviews with the sales team and managers to identify actionable next steps and opportunities for improvement.

With consistent and strong initial results, business leaders asked to quickly expand the implementation to other regions.

Path to Sales IQ Implementation: Systemize



In the *Systemize* step, they used the learnings from Start to design a simple sales process to deploy across all regions.

Working with the Zilliant Customer Success team, they developed actionable business reporting that would be pushed to the local teams. This actionable intelligence equipped the local teams to take ownership of the new guidance and to turn it into revenue growth.

Finally, they developed business-by-business objectives so everyone understood what success looked like.

Path to Sales IQ Implementation: Scale



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Finally, the team deployed at *Scale* across 21 different sales regions with clear processes and measures in place.

Through proper change management and in-person training, IMI Precision Engineering ensured all local teams understood and were excited to begin receiving the new sales guidance to help drive revenue.

A Proven Process Launches for Zilliant Sales IQ

- 21 countries implemented
- E-mail opportunities used via inside sales in a campaign management style
- Training and enablement constantly refreshed with new thinking
- Communication tactics supported by reporting and dashboards
- Country managing director owned the programme locally



IMI Precision Engineering understood the importance of local ownership of the process to ensure success. While the central team owned overall success and governance as they scaled to 21 countries, the local sales managers were crucial to instill confidence with the sales reps.

Sales reps initially received actionable, expansion and recovery guidance from Zilliant Sales IQ in email. Through simple dashboards and closed-loop processes, managers could monitor adoption and success rates.

Key Outcomes and Strong ROI

125%

Revenue lift from won opportunities

5700

Opportunities won over four years

30%

Average win rate on identified opportunities



Significant increase in highly qualified leads passed to field sales



Manual processes eliminated and sales enablement improved



Improvements in sales reporting for higher levels of rep accountability

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IMI Precision Engineering saw immediate profitable growth after working with Zilliant.

- 125% revenue lift from won opportunities
- 5,700 won opportunities and counting
- 30% on average win rate

The actionable sales guidance also improved the value exchanged between internal and field sales. Zilliant's AI-based guidance identified how best to prioritize the reps time to maximize customer value and profitable growth, while also eliminating tedious, manual processes and improving sales accountability.

Keys to Success



Local Ownership

Managing Director accountability helped to increase opportunity wins to over 5,700.



Leveraging Success

We're leveraging the successes and brilliance we're seeing in some countries.



Actionable Intelligence

Simple and prescriptive sales guidance prioritizes the conversations to drive profitable growth



Revenue Performance

2018 revenue is closing in on 2017 performance levels.

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IMI Precision Engineering's keys to success:

- It was crucial to instill and maintain local ownership through a strategic and well-thought out deployment process. The local teams were fully equipped to reap the benefits of Zilliant Sales IQ along with the support of the centralized team and the Zilliant Customer Success team.
- Engaging small teams early on to learn through actual doing, instead of just planning, proved successful. They were able to systemize successes from one region and quickly scale to others.
- Actionable intelligence proved to be a simple and natural way for sales reps to act on guidance.

About Zilliant

Zilliant helps B2B enterprises turn data into actionable intelligence that accelerates profitable growth. The Zilliant IQ Platform uses AI to deliver actionable, real-time sales and pricing intelligence for traditional and digital channels, so you can maximize the immediate value of every transaction – and the lifetime value of every customer. Because when customer lifetime value is maximized, profits are accelerated, competitive advantage is created, sales performance is improved, and sustaining organizational success is achieved.



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Talk to us about how your business can benefit from incorporating AI-based guidance to accelerate profitable growth. Visit us at zilliant.com.



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