



GLOBAL MANUFACTURER DRIVES ORGANIC GROWTH WITH DATA SCIENCE AND PREDICTIVE SALES ANALYTICS SOLUTIONS

How a global manufacturer of motion and fluid control technologies maximizes sales growth and customer retention with predictive sales analytics solutions.

CASE STUDY



Challenge

Improve organic growth by replacing manual methods for driving productivity and effectiveness in sales teams.

Solution

The company implemented **Sales IQ™** enabling them to:

- Create closed-loop measurement of sales activity and results
- Implement new sales processes to increase efficiency and productivity
- Empower sales teams with actionable insights on the best opportunities within their account

Key Outcomes

21%

CUSTOMER REVENUE UP 21% MONTH-TO-MONTH AFTER FIRST TWO MONTHS

4,500

4500 WON OPPORTUNITIES OVER THREE YEARS

29%

AVERAGE 29% WIN RATE ON IDENTIFIED OPPORTUNITIES



SIGNIFICANT INCREASE IN HIGHLY-QUALIFIED LEADS PASSED TO FIELD SALES



MANUAL PROCESSES ELIMINATED AND IMPROVED SALES ENABLEMENT



IMPROVEMENTS IN SALES REPORTING FOR HIGHER LEVELS OF REP ACCOUNTABILITY

CASE STUDY

This global manufacturer specializes in developing motion and fluid control technologies. With a large, complex business and outdated, manual methods for driving productivity and effectiveness in their sales teams, the company looked for a data-driven solution that could meet its goals for organic growth.

This case study details how the manufacturer applied a predictive sales analytics solution that continuously identifies and delivers opportunities for customer growth and retention. This resulted in a 21 percent increase in customer revenue in just two months, and significant improvement in sales productivity and effectiveness.

“We have to create simple processes and messaging to ensure our sales teams deliver consistent, effective and engaging conversations with our customers.”

- Global Sales Effectiveness Manager

IN A COMPLEX SELLING ENVIRONMENT, SALES TEAMS NEEDED AUTOMATION

The manufacturer services six major industries: industrial automation, commercial vehicles, energy, life sciences, rail, and food and beverage. The company has five major brands that encompass roughly 500,000 products, 90,000 customers and large, regionally-based sales teams. Over the years, they grew significantly through acquisitions, but company leaders wanted to improve the organic growth of the business.

Despite the size and growth of the company, sales teams were still using manual methods to identify opportunities within their customer accounts. They had to dig through spreadsheets for variations in account spend and product trends to identify new growth opportunities. To address declining customer accounts, sales reps were given monthly reports identifying the top 100 customers with declining sales within each country. But the reality was, that with so many accounts to manage, sales reps had little time to review the spreadsheets or monthly reports. Ultimately, these efforts to identify growth opportunities and recover lost sales fell flat.

The sales organization rolled out new training and adoption of best practices to improve sales effectiveness and drive revenue growth. However, these efforts didn't inform sales teams which accounts had the most opportunity to increase wallet share and improve retention. Without a data-driven solution in place, the company was unable to track and measure customer retention rates, sales conversion rates and sales opportunities to the level that they needed.

COMPANY GOALS FOR ORGANIC GROWTH AND OPERATIONAL PERFORMANCE

The company's leadership recognized the need for a scalable, automated solution to achieve their goal of delivering sustainable, accelerated top and bottom line growth. This included two major initiatives: capitalizing on significant organic growth opportunities and improving operational performance.

To drive organic growth, sales reps needed a solution to identify which customer accounts had the greatest potential to drive revenue with cross sell, upsell and retention opportunities. To improve operational performance, the company needed to define and streamline sales processes so that inside and outside sales reps had clear paths to follow when it came to pursuing sales opportunities. They also needed reporting capabilities so they could track and measure sales performance.

A PREDICTIVE AND PRESCRIPTIVE SALES SOLUTION

The company chose [Zilliant Sales IQ](#) because it provides sales teams with prescriptive sales guidance about the best cross-sell, upsell and retention opportunities within customer accounts.

The patented engine continuously consumes all available company data including customer, product and transactional history, to produce customer-specific insights to activate sales. For every customer account, sales reps are proactively alerted when buying patterns begin to erode and when opportunities are uncovered to expand wallet share. The solution measures and prioritizes the prescriptive sales guidance so that sales reps align their time to the opportunities with the greatest potential.

Partnering with Zilliant, the company's management team deployed the solution with a strategic change management plan. This included face-to-face training sessions with all team members, using real opportunities for the teams to relate to, defining and implementing new inside and outside sales processes, using champions of the solution to help with adoption, and holding regular review sessions. The identified opportunities were delivered to inside sales reps to review, qualify and decide whether to pursue or dismiss. If the opportunity required higher sales touch and nurturing, inside sales passed the qualified opportunity to the appropriate field sales rep for deeper conversation. This resulted in more highly-qualified leads being passed on to the outside sales reps.

Based on their unique business, customers and growth objectives, Zilliant worked with the manufacturer to tune the engine to deliver eight new customer-specific insights for the sales organization to action using [Zilliant Sales Planner](#), the sales application that delivers actionable insights and account-specific guidance directly to sales teams. Initially, insights were sent and actioned via email, but moving forward, the company plans to integrate the insights and additional analytics directly in the seller's CRM.

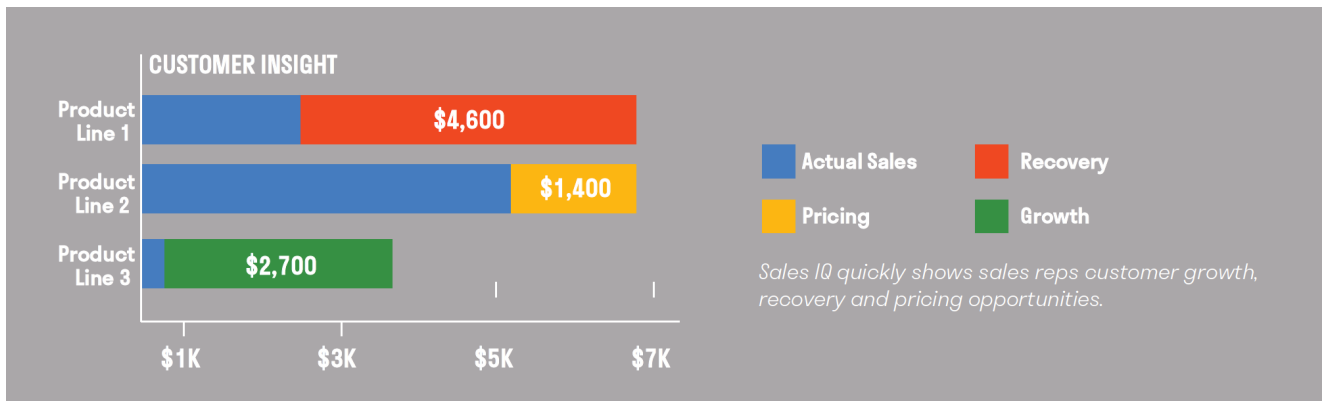
Sales leadership continues to have monthly and quarterly reviews to offer coaching on how to use the insights, as well as virtual training sessions to ensure new sales people and sales teams with low adoption rates understand the process and the expectations.

"Sales reps now have very clear reasons to contact a customer, with very clear messages..."

- Global Sales Effectiveness Manager

"We're very pleased with this program and what it's done for our business"

- General Manager



ACTIONABLE CUSTOMER INTELLIGENCE DELIVERS RESULTS

In just two months, revenue grew 21 percent month-over-month. Due to the immediate and outstanding results, the company decided to fully implement the solution across its European business unit, and later rolled it out to the US and APAC regions. Today, sales teams in over 20 countries are using the solution across the business. In addition, the company has a project in place to share the customer insights data with their distribution partners in the US to further expand the solution's reach.

The actionable customer insights sales reps received from the solution vastly improved their productivity and effectiveness, and reps could have more value-added, consultative conversations with their accounts due to the quality of the insights that the solution delivered. Since the company plans to integrate the prescriptive sales guidance within the CRM, sales teams will have seamless access to all customer information in one application, further enhancing their productivity and streamlining sales processes.

Sales teams have won a total of 4,500 opportunities since implementation, and generally have more opportunities in the queue than they can handle. Thus, the prioritization of the opportunities that the solution offers is critical for sales reps to manage their pipelines. The company's sales organization closes and wins an impressive one out of every three opportunities that are identified by the solution.

The solution greatly improved the company's visibility into sales performance with its closed loop reporting features, and has helped transform the enterprise into a unified, data-driven organization. In addition, it continues to prove itself very valuable to the company with a high return on investment.

For more information, visit www.zilliant.com

ZILLIANT SOLUTION

SALES IQ

Prescriptive Sales Guidance

SALES PLANNER

Actionable Intelligence

The manufacturer uses Sales IQ to derive customer insights from their data and Sales Planner to deliver those insights directly to their sales teams.