



HOW SALES OPERATIONS CAN ACCELERATE SALES THROUGH FLEXIBLE, TARGETED CAMPAIGNS

EBOOK

A case study presented by a senior manager
in a sales operations role at a leading
auto parts distributor

 **zilliant** CAMPAIGN MANAGER

 **zilliant** SALES IQ





This North American auto parts distributor serving professional installers and DIY customers goes above and beyond to lead the industry.

The company doesn't simply sell auto parts to its customers – it supports their business from top to bottom. From parts and accessories sold online or offline, to 24x7 dynamic parts availability lookup, to advanced training, the distributor helps customers sell more.

*However, the distributor's sales leadership felt that its existing tools left plenty of opportunity on the table. The company's homegrown solution could analyze opportunities versus conversions, but lacked a single source of truth and ultimately was being used by **fewer than 10% of sales reps**.*



ADOPTION IS KING FOR ANY REVENUE OPERATIONS AND INTELLIGENCE TOOL.

At the end of the day, sellers weren't confident in the guidance they were receiving. To succeed in capturing more of the available revenue, gaining sales' trust in the data was step one.

The sales team is very tenured, with more than 10 years of service on average. They have been doing things their own way for a long time. This meant change management hurdles were also on the horizon.



WHY THE SALES OPS TEAM CHOSE ZILLIANT SALES IQ™



VALUABLE DATA



ACCURATE DATA



ACTIONABLE DATA

HOW SALES IQ™ WORKS

Using advanced data science to determine which customers have incremental revenue opportunities and what products and quantities customers should be buying, Sales IQ™ typically delivers a 5 to 15 percent increase in same customer sales.

The light bulb clicked when seasoned sellers realized they could now have focused and specific conversations with customers, informed by their buying habits.

Sales Operations spread **Sales IQ™** success stories throughout the sales team. Lights kept turning on.

WHEN ZILLIANT RELEASED CAMPAIGN MANAGER™ AND ADDED SEVERAL NEW INSIGHT TYPES, THE SALES OPERATIONS MANAGER QUICKLY REALIZED IT COULD BOLSTER THE VALUE OF SALES IQ™ BY:

1. Delivering more insights to the right people
2. Evening out the number of insights per rep
3. Rapidly executing more targeted sales strategies

Since there is a large disparity in the size of sales reps' books of business, some became overloaded with insights while others received too few. Very quickly the addition of **Campaign Manager™** allowed sales operations to level out the number of insights by simply setting a monthly threshold. Now, each rep has enough insights to help them but not too much to manage.

The team began brainstorming creative, strategic uses for new action types enabled by Campaign Manager™, which present endless possibilities to grow revenue. It was time for a meeting of the minds to prioritize.

The potent combination of Sales IQ™ and Campaign Manager™ fuels a highly strategic approach to the company's sales operations. In practice, this means that operations can huddle with sales leadership to define and prioritize targeted campaigns. The first of these brainstorming sessions yielded two high-value ideas to tackle first.



SALES LEADERSHIP



PRODUCED A WISH LIST
OF 20 IDEAS



PICKED TWO TO
START WITH



FIRST TEST CASE: WIN-BACK CAMPAIGN

The first use case to come out of this session was a win-back campaign, aimed at customers who took part in a large product promotion the year before.

The distributor sensed that most of the customers who took advantage of the campaign went back to their previous suppliers and stopped buying the promoted items from them. This information that took the better part of a year to confirm prior to Zilliant's revenue operations and intelligence solutions was now immediately available after adjusting parameters and scoping results at the product level with Campaign Manager™.

The company's suspicions were confirmed, and the sales operations team was able to quickly set up a win-back campaign that guided sellers to reach back out to these customers with a new promotion. Campaign Manager™ significantly shortened the time and effort gap between *idea* and *execution*.



SECOND TEST CASE: **MARKETING-SALES ALIGNMENT CAMPAIGN**

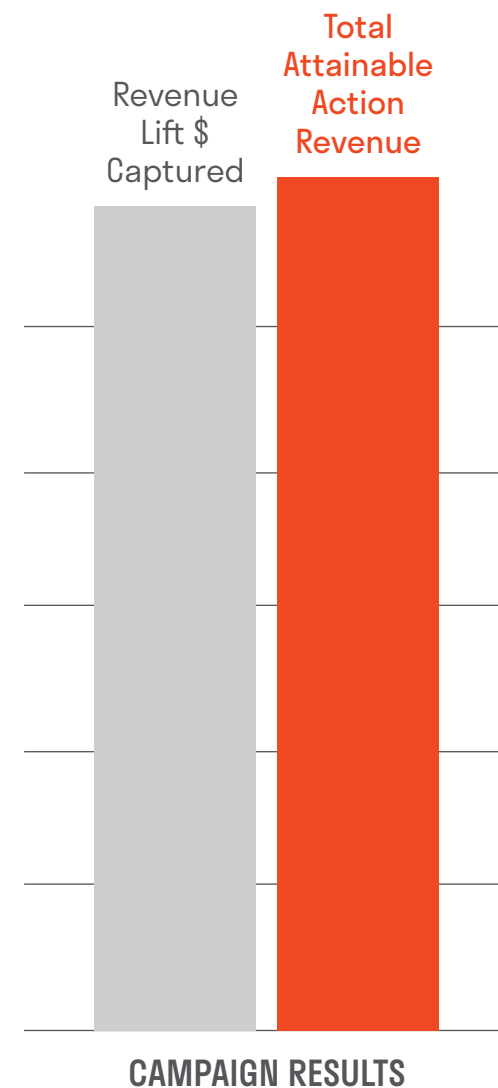
The second use case set out to answer the age-old question: “How can sales more effectively align with marketing campaigns?” This company’s marketing department runs regular campaigns at the product category level, which are featured prominently on a banner on the web shop.

In the past, sales managers would run manual reports on a category, manipulate it by hand, email a list of potential target customers to sales reps and ask them to execute the campaign in the field. This was time-consuming, left opportunities untapped and was nearly impossible to measure.

In Campaign Manager™, this slow legacy process has been completely streamlined, complete with targeted actions delivered to sales with talk tracks included and a closed-loop reporting mechanism.

Two months into the marketing-sales alignment campaign, the distributor nearly matched its calculated potential opportunity with incremental business won.

It is the most successful campaign the company has run, in terms of the percent of actual revenue captured compared to amount of available revenue opportunity.



BEFORE ZILLIANT	WITH ZILLIANT
Run manual queries to ID products >>>>>>>>>	Create growth action with parameters
Email reports to salespeople >>>>>>>>>	Immediately discover growth insights
Cross fingers and wait >>>>>>>>>	Deliver targeted action to salespeople
Ad-hoc tracking and measurement >>>>>>>>>	Closed-loop reporting

TIPS FOR PARTNERING WITH SALES REPS TO DRIVE ADOPTION



OPEN LINES OF
COMMUNICATION



CREATE ACCOUNTABILITY
SCORECARD



SHARE EARLY WINS
FAR AND WIDE



MAKE IT EASY - DELIVER ACTIONS
IN FAMILIAR SALES TOOL

The sales rep scorecard, produced by Zilliant Visual Analytics, is especially useful in driving more adoption. The sales operations manager said,

“We were simply measuring compliance – what was your pursue/win/dismiss rate? What happens as you start forcing them to click the buttons, they can’t help but look at the data and realize how good it is. When the tool tells them something they already intuit, it gets them engaged.”

Watch our Revenue Operations & Intelligence video to learn more about Sales IQ™ and Campaign Manager™ [here](#).



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