

# Empowering 2,000 Field Sellers with Virtual Sales Expertise in an Era of Remote Selling

## Multinational IT Services Company Masters Digital Inside Selling for Growth, powered by **N3**

This multinational IT services company works with some of the world's largest corporations to optimize and modernize their operations, supporting innovation and helping them make better business decisions.

### THE CHALLENGE

For this company, sales cycles were lengthening, deals shrinking, and renewals waning. COVID-19 exacerbated emerging market issues and accelerated the need for change.

Like many companies, this organization's sales efforts were challenged from all directions.



**Downward pricing pressure**



**Changing buyer behavior in response to a more virtual environment**



**Market consolidation**



**Aggressive competitors encroaching with a proliferation of offers**

The company responded with a commitment to rethink their approach to virtual sales and equip 2,000 experienced sellers with the virtual sales expertise needed to thrive in a modern, remote-selling environment.

# THE SOLUTION

## Re-Centering Sales in the Virtual Context

As the first step, the company partnered with N3 to gain a better understanding of their sellers' skill sets and personal preferences. These insights helped N3 identify gaps and understand how to design a plan to augment each seller's capabilities.

Through the assessment process, N3 discovered that the sales teams supporting the company were already very effective in several ways, having:


- Excellent relationship skills
- Deep product knowledge
- Robust industry knowledge
- Extremely successful sales record when operating in traditional field selling environments


**The role for N3 was to help the sales teams adapt their approach to a virtual world – and that meant everything from their skill sets, to their processes, to their success metrics.**


N3 helped the company rethink their entire sales strategy from the bottom up. For the sales force, the focus was teaching their 2,000 sellers to:


 **Reframe** sales strategy to align with how prospects buy in virtual environments

 **Employ** virtual selling best practices


 **Broaden** skills to include prospecting and generating leads

 **Develop** and hone successful virtual outbound strategies

 **Leverage** better technology to support sales efforts in a more meaningful way


 **Create** structured outreach cadences based on virtual buyers' patterns

For sales process, N3 helped the company:


 **Implement** virtual selling tools, techniques, and procedures

 **Adapt** seller KPIs to align with virtual sales processes

 **Develop** capabilities to generate opportunities based on customer propensity

 **Implement** new, automated mechanisms for seller monitoring and ranking

 **Automate** more within their CRM

 **Create** opportunities for collaboration and peer-to-peer learning

**Leading sales teams in virtual environments presents a myriad of challenges, such as team collaboration and knowledge sharing, monitoring sales activity, coaching virtually, and success measurement. N3 helped the company's sales leadership examine their approach, structure their team's days, and establish new KPIs on the team and individual level.**

## THE RESULT

### Virtual Sales Readiness Rather Than Virtual Sales Reluctance

Throughout this process, the sales team at the company had to rethink their skill sets, their strategies, and their day-to-day activities to survive and thrive in today's virtual sales landscape.

In making these changes today, the company's sales team is now ready for whatever challenge tomorrow brings.

### Impacts seen by companies who transform to a virtual sales approach:

**2x**

increase in account coverage

**25%**

increase in seller productivity

**63%**

in ARR growth

**42%**

decrease in customer acquisition cost

**N3 helped this multinational IT services company successfully pivot to achieve greater virtual sales success.**



**Learn how N3 can propel your teams' virtual sales skills and recharge your revenue growth.**

**LET'S TALK**

## ABOUT N3

### Growth as a Service

N3, part of Accenture, offers specialized growth as a service to help technology providers of all sizes increase sales coverage and reduce costs by speeding the transformation from field to virtual sales. We lead the market in end-to-end virtual selling, from opportunity generation to customer expansion. We are the most respected leader in virtual sales, empowering change for companies around the globe.