

SALES ACCELERATION



We partnered with a leading technology provider to **design and deploy a sales acceleration plan** for one of their multi-billion-dollar global business units.

Client Overview

A **Fortune 500 technology company** operating in the hybrid cloud world.

Annual revenue: **~\$25B**

Project domain: **Enterprise and Channel Sales**

Geo scope: **Global**

Year: **2021**

"CSG Advisory brings in deep Go-to-market expertise to help build sales programs, incentives, and enablement strategy/content for our omnichannel salesforce. Engaging them provides a fast-start in delivering sales outcomes."

- GBU Programs Lead

Situation

Growth has plateaued in one of the core businesses over the years, and the salesforce faced multiple conflicting priorities.

Mandate was to drive a renewed focus in the direct and indirect sales organization and return to growth.

Our Approach

Developed thorough understanding of the customer value proposition and the existing GTM structure.

Designed the guiding principles for frictionless sales experience.

Additionally, identified key growth levers and created programs to activate them.

Impact

Over-achieved annual sales target and delivered Y-o-Y growth.

Improved field sales alignment and engagement.

Gained mindshare in the partner ecosystem.