



NeuronLeaders

Client Case Studies

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Empowering Sales Enablement

Challenge

Matthew Weaver, Symantec's Senior Director of Sales Enablement, completed an analysis of the company's 4,000 sales representatives using a competency assessment to gauge product knowledge and selling skills. The results indicated that while the sales team was adept at relationship building, product presentations, and price negotiations, there was an opportunity to improve sales enablement, solution selling, and social selling skills. Given a \$2M sales quota for each salesperson, the revenue stakes were high, Weaver wanted to employ a non-disruptive yet cutting-edge approach across their 60 solution offerings that the sales team would embrace and not reject. Like most large firms, the sales team had adopted a variety of sales methodologies such as SPIN, Miller Heiman, Sandler, and Challenger, but none of these included advanced training for LinkedIn social selling or the latest neuroscience-based profiling and sales messaging. Weaver needed an affordable and effective sales enablement program to increase revenue and lead conversion rates while shortening sales cycles.

Solution

Social selling and enablement expert, Bill Reed, led a team to design and create an interactive curriculum to improve solution and social selling skills via eLearning and live courses for Symantec's information management and security solutions. Dozens of training modules with 16M words of copy and 40K animations and graphic elements were created and customized for direct, channel, and renewal sales teams. Courses were translated into a dozen languages. The modules used adult learning techniques, neuroscience sales messaging & profiling, and social selling coaching. Reed's team leveraged the Leadership Challenge Framework to create Dynamic Interactive Sales Playbooks that integrated with Salesforce CRM and provided just-in-time training and sales enablement content based on a prospect's persona, profile, and pain points.

Results

The new sales training courses and enablement tools received the highest marks ever recorded from the global sales team. *"[Their] team has been a critical partner in my team's success in driving Symantec sales transformation. We set very aggressive targets and timelines to improve the global salesforce's effectiveness and productivity. [Their] team provided us with insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute. I highly recommend [their] team for any sales or marketing executive looking to drive sales enablement."* --Matthew Weaver, Sr. Director of Global Enablement

About Symantec

Symantec Corporation is a global leader enterprise security software and information management, with over 11,000 employees in 35 countries, providing security and information management solutions to customers of all sizes.

About NeuronLeaders

NeuronLeaders solves the #1 sales and marketing challenge for technology firms: motivating prospects to transition from an inquiry to a closed sale. Our award-winning team of experts leverages cutting-edge neuroscience, advanced training techniques, unique storytelling, and proven sales coaching to transform B2B account-based marketing, LinkedIn social selling, and sales enablement.



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Transforming Sales Performance

Challenge

Lisa Dreher, VP Marketing for Logicalis, was responsible for demand generation and sales enablement for a \$1.5 billion technology reseller with over 2,000 salespersons. She often received Market Development Funds (MDF) from vendors such as HP, IBM, and VMware. These tech giants represented a large revenue stream and demanded results for their MDF investments. Dreher was under a great deal of pressure to deliver opportunities and revenue. She had used appointment-setting services previously including telemarketing and email marketing, but the costs were too high and the results too low. Dreher needed a non-disruptive and cutting-edge approach that the sales team and tech vendors would readily embrace. Like most large resellers, their sales pros had learned a variety of sales methodologies such as SPIN, Miller Heiman, or Sandler, but none of these included advanced training for LinkedIn social selling or cutting-edge neuroscience-based profiling and storytelling. Given that LinkedIn had 400M+ contacts, Dreher needed to move beyond "old school" lead generation and employ a "new school" demand development framework.

Solution

Social selling and enablement expert, Bill Reed, led a team to create, launch and direct a dozen successful campaigns that used the Leadership Challenge Framework system. Bill's team produced Interactive Video Surveys and assets customized for HP, IBM, and VMware solutions. They designed Dynamic Interactive Sales Playbooks that integrated with CRM systems and customized sales enablement assets, on-the-fly, based on a prospect's persona, profile, and pain points. They also coached the Logicalis sales team to use advanced LinkedIn Social Selling techniques that eliminated costly InMails to quickly deliver 500+ Sales Qualified Leads (SQLs) for dozens of regions. Reed's team provided turn-key services that included sales messaging, neuroscience-based content and sales scripts, web appointment calendars, LinkedIn profile analyses & scoring, lead nurturing Account Action Plan templates, and much more.

Results

The results were guaranteed and resulted in lower demand generation costs, shortened sales cycles from 6 to 4 months, 50% higher closing ratios, and 200% greater lead conversion rates. *"Bill's team has been a great partner in helping us identify and qualify opportunities to get our sales team in front of prospective customers that meet our requirements. Their approach is unique from your run-of-the-mill consulting firm. Their use of neuroscience messaging, engagement surveys and social selling and profiling has made a huge impact. There wasn't a learning curve when we originally began working with them a number of years ago because Bill's team knows and understands the technology and all of the key partners we work with."* --Lisa Dreher, VP Marketing

About Logicalis

The Logicalis Group provides digital enablement services and offers solutions from leading tech firms such as Cisco, HPE, IBM, NetApp, Microsoft, VMware and ServiceNow.

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Next Gen Account-Based Marketing

Challenge

Cylance is one of the fastest growing cyber security firms in the industry. However, most of that growth had been in the small-to-medium business (SMB) space. The enterprise marketing team was motivated to capture more business from medium to large accounts, including 175 targeted accounts in the Fortune 1000. They had previously tried a variety of email and telemarketing campaigns with limited success. They were challenged with creating a new account-based marketing approach that could open doors into CxO and VP-level decision-makers that typically do not respond to cold emails or telemarketing calls. They needed to refine personas, messaging, and outreach strategies to economically gain traction with target accounts, motivate immediate action, and shorten sales cycles.

Solution

Social selling and enablement expert, Bill Reed, created and led initiatives that leveraged the Leadership Challenge Framework. Reed's team assisted with persona definitions, solution and sales messaging, campaign design and management, prospect appointment-setting, and sales team "deal acceleration" training and coaching. The team produced Dynamic Interactive Surveys, sales enablement, and assets that were customized on-the-fly based on prospect personas, profiles, and pain points. Within 60 days, they completed 30 appointments with decision-makers at target accounts and 11 moved to SQLs/Proof of Concept. As an example, the team completed an initial call with the CIO of a large financial services firm on a Monday that resulted in a second call with the Cylance sales team on Thursday. Due to expert sales coaching, that call resulted in the CIO requesting pricing information and scheduling a POC call with his VP IT and entire IT team. The third call resulted in a proposal request and confirmed POC. Reed's team provided turn-key services that included sales messaging, neuroscience-based content and sales scripts, web appointment calendars, LinkedIn profile analyses & scoring, sales coaching, Account Action Plan templates, and much more.

Results

One appointment with the financial services firm noted above resulted in a pipeline opportunity valued at over \$1 million with a 90% close probability. Also, 30 appointments with decision-makers at ABM targeted accounts with 11 moving to SQLs/POCs within 90 days. Additional campaign results included a 250% email Open Rate increase, 216% Click-Through Rate improvement, 394% more completed surveys with far greater detail, and a 630% increase in Marketing Qualified Leads.

About Cylance

Cylance is revolutionizing cybersecurity with products and services that proactively prevent, rather than reactively detect, the execution of advanced persistent threats and malware. Their technology is deployed on over ten million endpoints and protects hundreds of enterprise clients worldwide including Fortune 100 organizations and government institutions.

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CYLANCE



Improving Demand Development

Challenge

Four leading technology firms wanted to improve their sales footprint in the Southern California region by connecting with key decision-makers and strong influencers for information security and technology solutions. Executives from all four firms had previously employed various lead generation services including telemarketing and email campaigns, but the costs were often too high and the results too low. This was especially true when inviting prospects to a live event. Executives with these clients needed an affordable and cutting-edge approach that would deliver immediate results and could later be easily emulated by their sales teams in all regions. Like most organizations, none of these clients had standardized on a formal sales methodology so their sales pros used a variety of approaches such as SPIN, Miller Heiman, Challenger, or Sandler. However, none of these offer advanced training for LinkedIn social selling or cutting-edge neuroscience-based profiling and storytelling. These clients also knew that enticing prospects to attend an event required compelling content, engaging entertainment, and a lower-cost approach that moved beyond expensive "old school" demand development tactics.

Solution

Social selling and marketing expert, Bill Reed, led a team to create, launch and direct a successful event hosted at the Stone Brewery & Restaurant in San Diego. The venue offered excellent food and craft beer, and the event featured renowned industry experts and authors as keynote speakers. NeuronLeaders partnered with CUSTOMatrix to employ a world-famous comedian for entertainment. To drive attendance, Reed's team leveraged 7K 1st Level LinkedIn IS & IT contacts, 5K+ LinkedIn IT & IS Exec Group members, and advanced neuroscience-based social selling that kept costs low by eliminating the need for InMails. The team leveraged the Leadership Challenge Framework and created an elegant event program guide and EventBrite landing page. Each client sponsor received a detailed profile analysis for every RSVP contact that included a score based on target profile parameters. At the event, the CUSTOMatrix team introduced clients to attendees to help create relationships and drive engagements. Clients gave presentations to the attendees while a professional audio engineer provided sound equipment and a videographer filmed and photographed the event. After the event, sales meetings were set with the attendees.

Results

CUSTOMatrix guaranteed 50 attendees and 100 RSVPs. The results were 75+ attendees and 148 RSVPs including CISOs, CIOs, VPs, and Directors of IS & IT. *"They did an amazing job with the event. We were very pleased and feel fortunate to have been a sponsor.."* --Linda Eigner, President & Co-founder, FHOOSH, Inc.

About the Sponsors




ESET, FHOOSH, Proficio, and Electric Cloud offer cyber security and application development solutions for a variety of customers and environments.

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Channel Partner ABM Research

Challenge

Avnet's VP Marketing needed to characterize the demand for white box computing (hardware, software, networking, services, support, etc.) from value-added resellers and solution providers. They wanted to better understand end-user requirements, and if they might be willing to trade the need for name-brand manufacturers for more attractive pricing, customization, and services from a trusted IT partner. Also, if this premise held true for mid-market and enterprises where white box solutions are deployed in distributed architectures often associated with big data or Hadoop implementations, electronic design automation, cloud, specialized applications, vertical markets, or compliance. While conducting this research, Avnet desired to create Account-Based Marketing profiles for the partners and decision-makers contacted to empower sales teams to further engage these VARs.

Solution

Social selling and enablement expert, Bill Reed, created and led an ABM-focused research project that leveraged the Leadership Challenge Framework. Reed's team consisted of highly-experience professionals (not junior-level telemarketers) who interviewed senior sales management at 15 leading Value-Added Resellers. The research panel represented a good cross section of VARs ranging from \$5M to \$1.8B, covering all North American and some international sales territories, who were selling to small and medium businesses up to large enterprises. Reed's team assisted with persona definitions, solution messaging, research design and management, partner appointment-setting, and distribution sales team "deal acceleration" training and coaching. Reed's team provided turn-key services that included sales messaging, neuroscience-based content and research questions, web appointment calendars, LinkedIn profile analyses & scoring, Account Action Plan templates, and more.

Results

Reed's team discovered that almost half of the VARs interviewed forecasted that white box revenue would represent 5-10% of their total business within 2 to 3 years. The team helped Avnet determine optimal use-cases, partners, and solutions to dramatically increase market share and revenue while setting the stage for the sales team via strong ABM partner profiles. *"I wanted a very objective assessment of a potentially substantial growth opportunity for Avnet Americas Global Components business. [They] came through with not only credible research but also insightful recommendations and even partner introductions that will help us jumpstart our foray into this new line of business."* — **Joseph Cousins, Vice President, Avnet Americas Global Computing Components**

About Avnet

Avnet is one of the world's largest distributors of electronic components. Avnet combines the agility needed to get to market first with nearly a century of close-knit relationships with technology's most trusted global companies; turning ideas that no one's heard of into products everyone knows

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