



CUSTOMatrix

Case Studies

2017



Empowering Sales Change Management.

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, and Sandler, but none of these included advanced training for LinkedIn social selling or the latest neuroscience-based profiling and sales messaging. Weaver's needed an affordable and effective sales change management initiative to increase revenue.

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 each of 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. The courses were translated into a dozen languages. The modules used adult learning techniques, neuroscience sales messaging & profiling, and social selling coaching. Reed's team also created Dynamic Interactive Sales Playbooks that integrated with Salesforce CRM and customized sales enablement content, on-the-fly, based on a prospect's dynamic profile.

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 CUSTOMMatrix

CUSTOMMatrix is a leading consulting firm dedicated to building dynamic and resilient businesses that drive toward successful futures. Our team features accomplished executive consulting experts in a diverse array of fields, and our unique collaborative style delivers immediate results in our areas of key focus including finance, accounting, sales, marketing, and executive leadership.

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LINK: DYNAMIC INTERACTIVE SALES PLAYBOOK





Improving Lead Generation Results.

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 demand generation services previously including telemarketing and email marketing, but the costs were too high and 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 sales messaging. Given that LinkedIn had 400M+ contacts, Dreher needed to move beyond "old school" lead generation and employ "new school" Neuron Social Selling.

Solution

Social selling and enablement expert, Bill Reed, led a team to create, launch and direct a dozen successful Neuron Social Selling campaigns. 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 dynamic profile. They also coached the Logicalis sales team to use advanced LinkedIn Neuron Social Selling skills and techniques that eliminated costly InMail to quickly deliver 500+ Sales Qualified Leads (SQLs) for dozens of regions. Reed's team provided turn-key services that included LinkedIn sales messaging, neuroscience-based content and sales scripts, web appointment calendars, LinkedIn profile analyses & scoring, lead nurturing, and 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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**LINK: NEURON INTERACTIVE
QUALIFICATION VIDEO**



Improving Lead Generation Events.

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 marketing, but the costs were often too high and 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, or Sandler. However, none of these offer advanced training for LinkedIn social selling or cutting-edge neuroscience-based profiling and sales messaging. 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" lead generation 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. CUSTOMatrix also employed a world-famous comedian for entertainment. To drive attendance, Reed's team leveraged 5K+ 1st Level LinkedIn IS & IT contacts, 5K+ LinkedIn IT & IS Exec Group members, and advanced neuroscience-based social selling techniques that kept costs low by eliminating the need for InMails. The team produced Interactive Video Surveys 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, CUSTOMatrix facilitated meetings between clients and 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. *"CUSTOMatrix 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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LINK: NEURON SOCIAL SELLING WORKSHOP

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