



**STRATEGY | LEADERSHIP | SALES | SERVICE | CHANGE**

## CASE STUDY

# SALES TALENT & ENABLEMENT

Assess, Hire, Develop & Coach a Winning Team

### CUSTOMER

A global IT Consulting & Systems Integrator

### INDUSTRY

IT, Telecom

### REQUIREMENTS

- Hire a new and high performance sales team
- Accelerate the teams time to productivity

### SOLUTION

- Sales best practice benchmarks and scorecards established
- Assess, Hire, Develop and Coach to the benchmark

### BENEFITS

- Sales best practice benchmarks and scorecards established
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This leading global IT Company provides fully integrated next generation industry solutions to Fortune 500 companies. The company, recently completing a global restructure was ready to launch a new sales team focused on selling a portfolio that represented 50% of the companies overall growth.

The team required would cover Australia, Asia, Middle East & Africa, geographies both distanced physically and culturally.

Engaging current Unitive consultants and partner Directional the management team

organisations to build a joint regional strategy. This approach was then further cascaded to agreed target accounts, essentially building a joint Go-To-Market plan. The results spoke for themselves:

- Significantly improved collaboration & executive support between the two companies at a regional level
- Focused and measured joint sales effort
- Whilst one large initial opportunity was unsuccessful, the lessons were brought in to the next major pursuit which signed a transformational deal for a major manufacturer for \$400+M 6 months after starting the partner planning

