



STRATEGY | LEADERSHIP | SALES | SERVICE | CHANGE

CASE STUDY

VELOCITY GROWTH OPPORTUNITY PLANNING

Engaged Client, Aligned Sales Team, Winning Results

CUSTOMER

A global IT Consulting & Systems Integrator

INDUSTRY

IT, Telecom

REQUIREMENTS

- Involve client further in complex sales process
- Align internal team
- Win the business

SOLUTION

- Velocity Growth Opportunity Planning
- Facilitated sales/buying process

BENEFITS

- Improved client innovation & satisfaction
- Improved sales team collaboration
- Significant opportunity awarded

This leading global IT Company provides fully integrated next generation industry solutions to Fortune 500 companies. A long-term relationship with a major U.S Energy distributor was coming to the end of the initial contract with the IT supplier. Over the course of the initial 5 years the Energy distributor's business model and needs had evolved. There were also significant changes in the types of technologies available and the mechanisms for procuring IT enabled outcomes.

Whilst the service was stable the Energy distributor had been asking for innovation. Along with the threat of competitors, the sales team needed to think differently about how to drive the renewal process. They identified that their client lacked confidence in their ability to bring new ideas and implement industry aligned solutions that directly impacted business results.

Whilst having a clear sales planning process, the team needed the process to come alive. Engaging current Unitive consultants, the team identified focus areas to augment their current planning process and began a facilitated journey with the Energy distributor that brought both parties together in workshops that:

- Significantly improved understanding of the clients current business drivers, needs and strategy
- Ensured that innovation was tailored to the business and directly drove business outcomes
- Enabled the surfacing & validation of critical stakeholder requirements to the success of the renewal
- Enabled a roadmap for the client to use internally to drive a business focused IT strategy
- Lead to a successful \$43M + negotiation outcome

