

THE ROI OF SALES MESSAGING

How Sales Agility Fuels
Revenue Growth

INTRODUCTION

Gone are the days when strong relationships with one or two decision makers held the keys to success. Now purchasing involves more decision makers, more touch points and increased buyer scrutiny.

As the selling landscape continues to evolve, one fact remains critical. To increase win rates, boost revenue per rep and make your margins on every deal, you'll have to provide your managers and reps with the tools and messaging to do so.

Today, high performing sales organizations are fueling transformation and propelling growth by aligning behind a clear message of value that showcases the differentiation of their offerings.



HOW SALES ORGANIZATIONS BECOME REVENUE LEADERS

Large sales organizations enable their managers and reps with messaging, tools and a framework that allows them to articulate value and align solutions to their buyer's largest problems.

Equipping an entire organization with a custom sales messaging framework allows reps to focus on value, over discounts, in every sales conversation.

This also enables managers to reinforce the framework and coach reps on core methodologies that progress deals to a successful close.

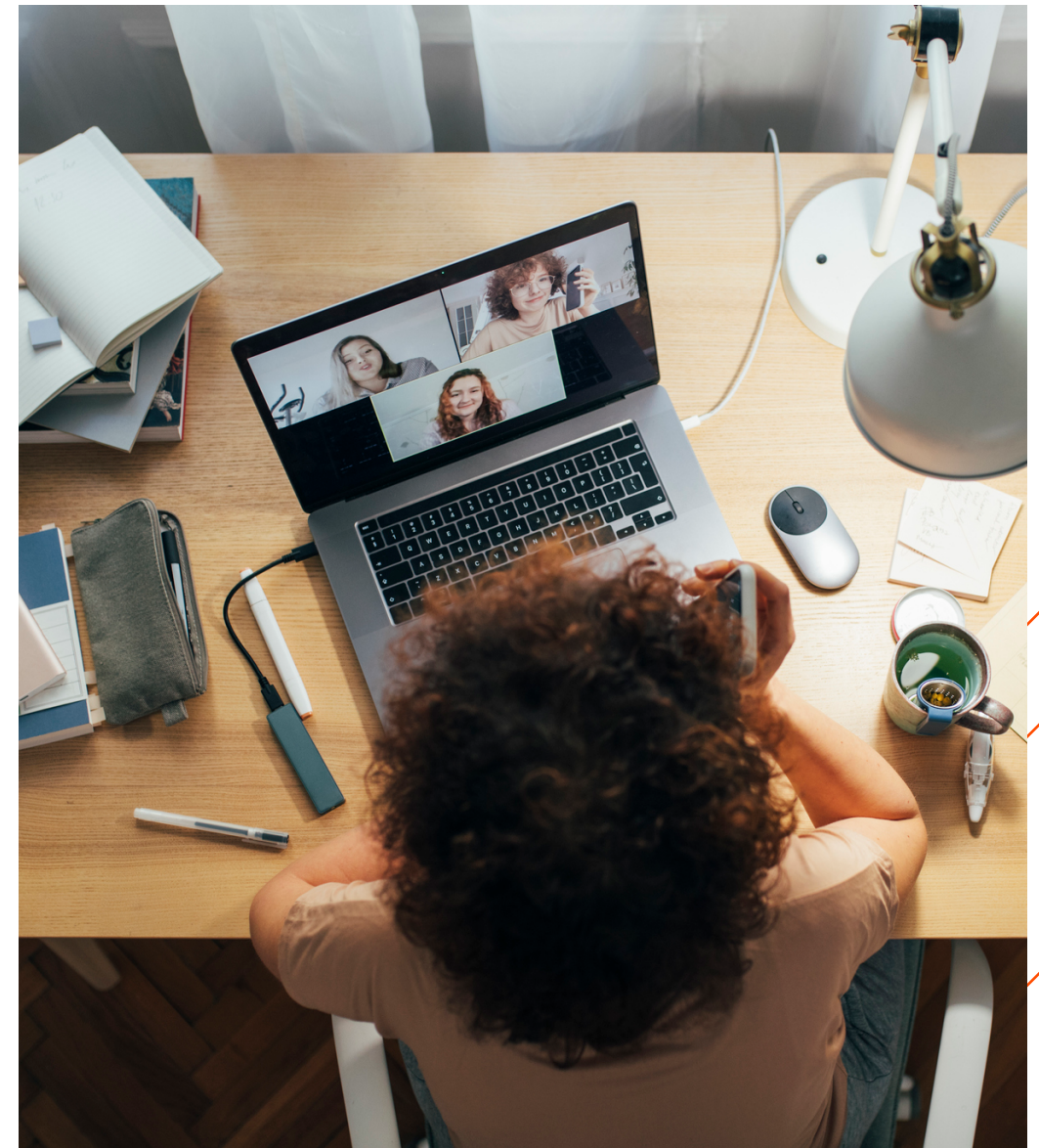
This combination of coaching and execution results in improved sales performance that's repeatable and sustainable — year after year.

A sales messaging framework leads to improved sales performance in two main areas:

- **Consistent increases** in deal size and revenue per rep
- **Repeatable improvements** in win rates from current and new reps

Increases in these areas are the biggest indicators of success and will prove a large return on investment, especially if your entire organization has buy-in from the top down.

Let's dig into how a messaging framework leads to increases in these two areas.



UNCOVER CUSTOMER NEEDS

A sales messaging framework focuses reps on uncovering buyer needs and articulating value in a way that resonates with those needs. As buyer needs shift due to internal organization challenges, fluctuations in the economy or other factors, it's important that reps can uncover these needs, and then sell on the value their solution provides.

The outcome of uncovering buyer needs and selling on value leads to a higher average deal size that drives revenue results.

UNCOVER CUSTOMER NEEDS: A consistent messaging framework allows organizations and sales reps to adopt what we call an audible-ready mindset. This is the same concept as calling an audible in football. When you get up to the

line and are ready to execute a play, you have to be ready to pivot if new information from the opposing team is revealed at the last minute.

When your sales teams are audible ready, they know how to uncover critical buyer needs and larger business opportunities by asking the right questions. This allows them to gain a clear picture of what is important to the buyer by uncovering critical information and being ready to align behind the needs of the customer.

This agile approach to the sales conversation guides the buyer to share the problems they face, and then allows the rep to position their solution in a way that addresses the prospect's most critical business challenges.



SELL ON VALUE

SELL ON VALUE: An effective messaging framework enables sales reps to tie the buyer needs they uncovered to positive business outcomes that only their sales organization can provide. This is because audible-ready sales teams define their solutions to buyers' problems in ways that differentiate their product from the competition.

Being able to succinctly articulate your product's differentiation is a key component of the sales conversation. With a consistent messaging framework in place and an agile discovery mindset, sales reps focus conversations on selling value instead of just features and functions.

When conversations are value-focused and positioned in a way that solves larger organizational challenges, sales organizations are able to charge a premium for their products and services.

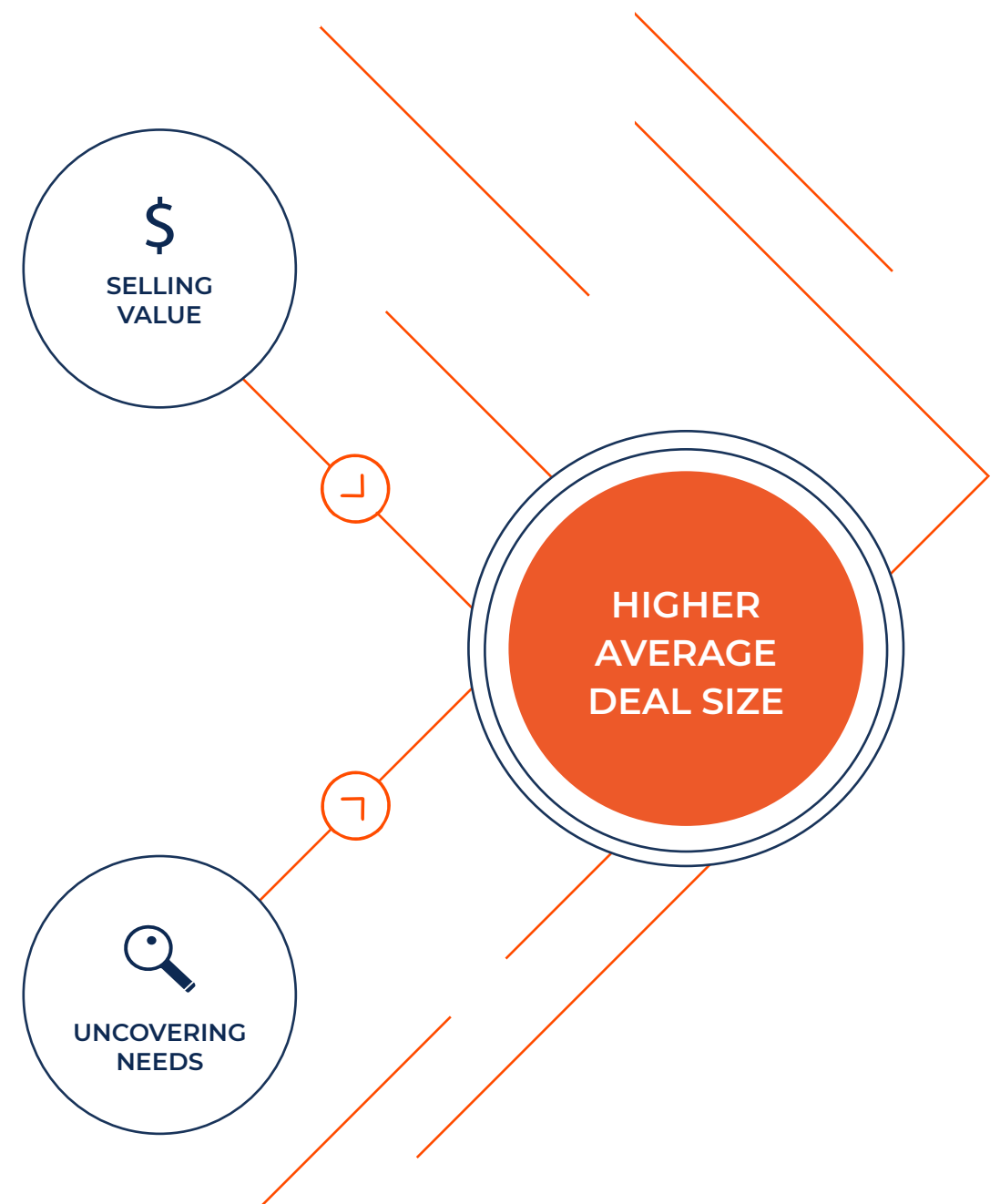
By engaging in these value-focused conversations with prospects, sales professionals avoid margin cutting and discounting because the buyer has bought into the value your solution provides.

Instead of viewing your solution in a vacuum, your solution can be seen as imperative to achieving your buyer's larger business goals.

A sales messaging framework is also scalable, so new and current sales reps can effectively leverage it in every conversation to ensure high-value deals at close.

The answers your sales reps uncover can then be used to frame the entire conversation with the 5 key components of every successful sale.

HOW ORGANIZATIONS BECOME REVENUE LEADERS



5 COMPONENTS OF A SUCCESSFUL SALE



Communicate From the Buyer's Perspective

The Results: Value-driven negotiations instead of price-focused negotiations.

A good grasp of the big picture will expand your sales reps' sphere of influence in the company to the economic buyers who control discretionary funding. This will allow sales reps to increase their base of support for the proposed solution earlier in the sales cycle.

Articulate the Value You Provide Clearly and Consistently

The Results: Uncover bigger opportunities and access to critical information.

A full understanding of your prospect's pain—early in the sales cycle—gives sales reps the ability to differentiate your solution from your competitors'. With sales messaging and differentiators validated by the customer, sales reps can help buyers establish required capabilities that give your solutions the competitive advantage.

Listen, Understand and Uncover Buyer Pain

The Results: Uncover bigger opportunities and access to critical information.

A sales messaging framework enables sales reps to ask buyer-focused questions and listen. A buyer who believes their pain is clearly understood will be more willing to share critical information throughout the buying process. If they know reps are "hearing them" they will, in turn, work harder to understand the solution being presented.

Connect Your Solution to the Buyer's Biggest Problems

The Results: Access to key decision makers and ability to sell higher in the organization.

Buyers today are focused on solutions to their problems. A sales messaging framework gives your reps the ability to articulate the value of your product or service in a way that resonates with customer goals, needs and problems. Price is of much less consequence if your prospect sees great value in your offering.

Introduce Relevant Competitive Differences Early in the Sales Cycle

The Results: Minimal discounting and deal cutting.

A sales messaging framework gives your sales teams the ability to articulate value and differentiation, specific to your solution and your buyer's problems. This framework enables reps to lead successful sales conversations that link prospects' high-priority needs to your business solutions. In doing this, sales reps can mitigate discounting and deal cutting as well as reduce losses to the competition (and even do-nothing losses).

HOW A SALES MESSAGING FRAMEWORK

Improves Win Rates & Sales Productivity Repeatedly



In B2B sales, very few deals go uncontested. There may be challenges that originate from the buyer's organization that stall deals or one of your target industries may have been greatly affected by the shifting market.

Even if there isn't a clear competitor, each deal is under increased scrutiny as the selling landscape continues to evolve. It's more important than ever to have a sales messaging framework that allows your sales organization to adjust to these shifts.

When your organization invests in a messaging framework that's aligned with the value and differentiation that your company brings to the market, you'll enable your reps to elevate sales conversations beyond the features, functions, internal buyer capabilities and price. It provides sales professionals with a value-oriented sales language that resonates with potential customers, motivating them to act.

When a custom messaging framework is in place, it allows sales organizations to cut through the noise and outperform the competition because there is more alignment with the foundational elements of revenue growth.

When a messaging framework is in place, it enables the entire sales organization to improve sales productivity in every territory.

HOW A SALES MESSAGING FRAMEWORK

Helps Sellers Drive Increased Win Rates

Whether your team needs a subtle shift or total realignment, providing a common language and consistent messaging helps sales organizations:

- Uncover buyer needs and better qualify in high-value prospects
- Articulate and justify business value by focusing on eliminating the customer's pain
- Map solutions to customer problems because customers don't want products, they want their problems to go away
- Differentiate from the competition, proving that their solution is the best solution
- Provide proof through real-world examples to showcase the results of their solutions

Driving successful outcomes with a sales messaging initiative starts with organizations gaining executive alignment on these four essential questions:

- 1. What problems do you solve for your customers?**
- 2. How do you specifically solve those problems?**
- 3. How do you do it differently than your competition?**
- 4. What's your proof?**



ALIGNMENT ON SALES MESSAGING DRIVES RESULTS

Organizational consistency around these answers gives global sales organizations alignment around what's relevant to their buyers, creates a sense of urgency and drives revenue results and impact.

One of the strongest benefits a sales leader can provide to their sales organization is the ability to speak with confidence about how their offerings can transform a buyer's business.

When you give your sales team that ability, and align operationally to support them, your organization can launch a revenue engine that fuels resiliency and growth.

See how other B2B companies have transformed their sales organizations by investing in a value messaging framework to support critical sales initiatives.



YEAR-OVER-YEAR CONVERSION RATE GROWTH

Zendesk is a customer service and engagement platform that builds software to empower organizations and customer relationships.

The Business Challenge

Dealing with aggressive growth goals, leaders at Zendesk needed a way to improve productivity and scale the company. The lack of consistency in language and process caused the organization to struggle with accurately forecasting deals.

The Solution

- Command of the Sale® + MEDDIC
- Value Negotiation

The Results

Zendesk has seen measurable results from the initiative, including:

- Year-over-year growth in conversion rates
- Increase in average deal size
- Growth in multi-product deals
- Significant decrease in discounting
- Value Negotiation training paid for itself within one quarter after training

“We received a lot of value from the Force Management trainings. They’re not just coming in and telling your reps what to do, they come in and build tools that your team can use as an ongoing process. The combination of pragmatism and customization made this one of the best trainings I’ve been a part of.”

Jaimie Buss

*Former VP of Sales,
North America*



COMPANY GROWTH RATE INCREASED BY 60%

NS1 automates the deployment and delivery of the world's most trafficked internet and enterprise applications.

The Business Challenge

Like many growing companies, NS1 wanted to improve quota attainment and sales productivity, while increasing deal size and minimizing discounts.

The Solution

- **Command of the Message®**
- **Command Center®**

The Results

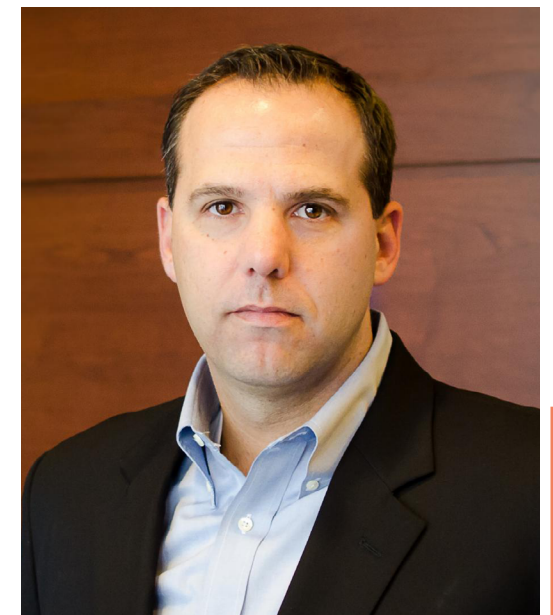
Implementing these solutions early in NS1's growth lifecycle helped them drive more top-line impactful bookings and consistent success in the first five quarters post engagement. Below are a few of their measurable results:

- Increased bookings roughly 60%
- Improved quota attainment to 70%
- Cut ramp time for reps in half
- Grew Average Sales Price (ASP) substantially
- Grew more than 100% for several quarters in a row

"If you're going to hire people, grow your business, spend millions of dollars on talent, it's simply not worth it if you don't have a solid methodology in place to make them productive. Force Management is a worthy investment."

Brian Zeman

*Former Chief
Operating Officer,
North America*



50% GROWTH IN NEW AND EXPANSION BUSINESS

Jama Software is a leading product development platform provider for companies building complex products and integrated systems.

The Business Challenge

Jama had a successful sales organization, but they were mostly executing a feature-and-function based sale. In addition, there was an opportunity to sell higher and broader into organizations.

The Solution

- **Command of the Message®**

The Results

Implementing these solutions early in NS1's growth lifecycle helped them drive more top-line impactful bookings and consistent success in the first five quarters post engagement. Below are a few of their measurable results:

- Average Contract Value Doubled
- Average Deal Cycle Decreased by 10%
- New and Expansion Business Grew 50%
- Exceeded an Aggressive Growth Rate

"I've gone through a lot of sales methodologies. Command of the Message is just extremely intuitive and customer-focused. It's been a tremendous help for us as an organization."

Jonathan Cogan

*Former Senior Vice
President,
Worldwide Sales*



CONCLUSION

As the selling landscape continues to evolve, it's increasingly important to be attuned to your buyer's changing needs.

Successful sales organizations empower their sellers by providing a messaging framework that specifically addresses the buyer's pain, puts solving your customer's problems first and creates an agile, audible-ready sales mentality.

With these things in place, your sellers can deliver your message of value with confidence and conviction.

Is your sales
team agile and
audible ready?

Accelerate Sales
Productivity.