

Our 5-Step Engagement Process

How we engage with our customers sets us apart. We work side-by-side with our customers as allies and advocates to increase sales effectiveness and drive sustained results.

KICKOFF & DISCOVERY

WORKSHOPS

INTEGRATION

DELIVERY

EMBED

KICKOFF & DISCOVERY



Understand your organization's current state. Gain internal alignment around, and begin designing, the future state. Connect the program to the highest-level business initiatives and go-to-market strategy. Conduct a voice-of-the-customer validation to align the internal perspective with your buyers' perspectives.

WORKSHOPS



Build and drive alignment around the processes, tools and systems required to transition your organization from the current to the future state. Ensure the deliverables are "sales consumable" and highly relevant to the selling environment facing your teams.

INTEGRATION



Finalize the program deliverables and integrate into existing initiatives. Customize the baseline delivery methodologies based on the information and insights gathered during the previous two steps. Develop a customer success roadmap to drive long-term adoption of the program.

DELIVERY



Deliver the training curriculum to the customer-facing organization. As part of the training, conduct a series of application exercises based on real-world and high-impact sales opportunities. Emotionally connect the organization to the required change to ensure that the training is not just an event. Ensure sales managers are capable of reinforcing the program objectives.

EMBED



Ensure that the mindset, process, tools and content that are delivered during training are adopted in the short term and sustained in the long term. Ensure that the organization becomes self-sufficient in maintaining the program. Measure achievement of the business outcomes that originally fueled the initiative.