

# A Study In Success

## M2Execution™ Case Studies

### Sales Integration and Cultural Transformation

One of M2Execution's areas of expertise is to provide consulting, training and coaching solutions to integrate acquired and merged sales organizations into one dominant, best practices, customer centric sales organization.

#### Featured Clients' Backgrounds

- Prominent Print and Media Solutions Provider
- World-leading consumer and business credit insights, data analytics, and risk management services provider
- Leading North America Food and Beverage Company



All clients executed merger and acquisition growth strategies to expand their product and service offerings. In doing so, each company sought to create value differentiation with the objective of dominating their core markets and grow new markets.

#### Clients' Challenges:

- Integrate multiple, fragmented sales organizations into one customer centric sales organization that uses a common sales process and customer facing skills.
- Identify effective winning selling behaviors of each acquired sales organization and integrate them into the new customer centric sales force culture.
- Develop non-existing customer centric selling and negotiation skills needed to create and sustain value differentiation in their core and new markets.
- Establish coaching culture between Sales Representatives and Managers to realize full sales potential.
- Remove internal relationship and communication barriers between acquired sales forces and create environment of open communication and collaboration.

#### Solution:

The M2Execution team studied the growth goals and strategies and fully learned the business, the culture and the sales talent of each client by using the 3 C's engagement process:

*Clarify:* Carefully navigated the client's organization with guidance and purpose and built a framework for

creating one customer centric sales culture aligned with company growth goals.

*Correct:* Researched assessed sales talent and collaborated with key stakeholders to confirm crucial integration challenges that needed immediate attention.

*Confirm:* Presented road map with customized consulting, training, and coaching solutions to address the client's confirmed integration challenges and leverage client company's resources. Defined deliverables were built into the roadmap, implemented with guidance from the executive team, and facilitated by a cross-functional customer-facing committee. This process resulted in the sales integration being viewed as a vital corporate strategic initiative and not as a flavor-of-the-month sales training program.

### Key Aspects of the Sales Integration Solution:

- Identified non-existing or skill gaps that prevent sales organizations from achieving their sales goals.
- Customized framework and implementation plan targeting prioritized challenges and leveraged client's internal resources.
- Engaged key stake holders by sharing company growth strategies and prioritizing sales integration challenges to immediately address.

### Results:

By customizing and implementing Sales Integration Solutions aligned with their client's growth goals, M2Execution has demonstrated itself as a proven sales integration and sales cultural transformation partner. The studied clients have achieved their forecasted revenue goals, elevated their market position in both their core and new markets, and developed and retained strong sales talent resulting in value differentiation.

### Client Benefits include:

- Achieved annual forecasted sales revenue and EBITA
- Increased market share in core and new markets
- Expanded share of wallet with existing customers

- Exceeded Net Promoter Scores resulting in Forrester Group Voice of the Customer Award
- Increased employee satisfaction scores and raised employee engagement
- Received Vendor of the Year Awards

### Solid Foundation:

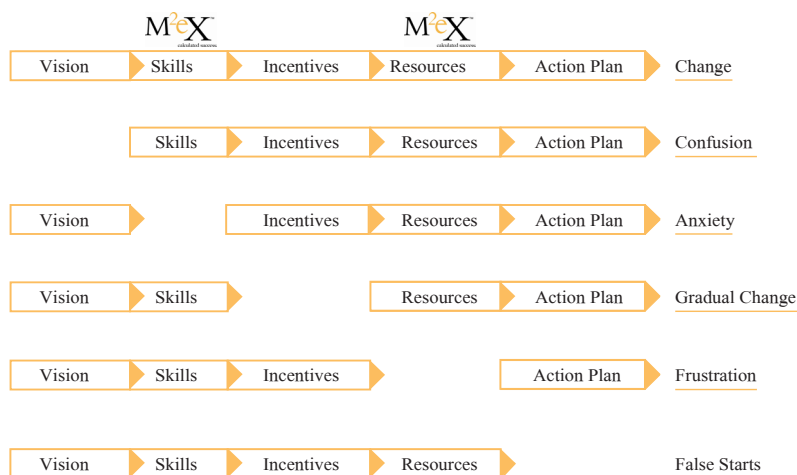
When you partner with M2Execution, you will take advantage of 25 plus years of sales performance development, sales integration and sales cultural transformation experience and resources.

The M2Execution team is frequently recognized for their multi-industry knowledge, strategic thought leadership, and ability to motivate and mobilize sales organizations to consciously operate with best practices that create competitive advantage. Plus, the M2Execution team's hands-on, high touch approach is unmatched.

### About M2Execution:

M2Execution (M2eX) is a Naperville, Illinois based firm specializing in sales and customer experience optimization focused on helping clients elevate their sales performance on both individual and management levels to grow their business.

### Managing Complex Change



M<sup>2</sup>eX = M2 Execution Expertise and Solutions



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