

A Study In Success

M2Execution™ Case Studies

Sales Transformation to Value Based Selling

One of M2Execution's areas of expertise is to provide consulting, training and coaching solutions to transform sales organizations from selling products to providing value based solutions.

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 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.

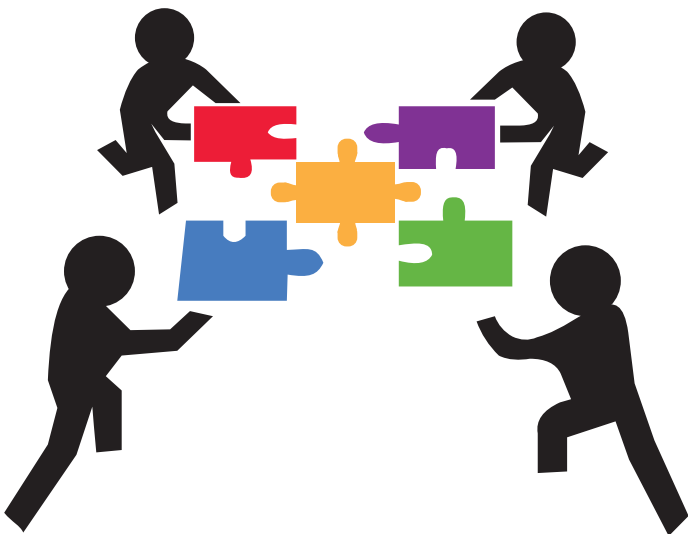
Clients' Challenges:

- Transform sales organizations into a customer centric sales organization that uses a common sales process and customer facing skills.
- Identify effective winning selling behaviors and develop them in the new customer centric sales 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 communication barriers 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 selling behaviors that needed immediate attention.

Confirm: Presented road map with customized consulting, training, and coaching solutions to address the client's confirmed new business development 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 transformation being viewed as a vital corporate strategic initiative and not as a flavor-of-the-month sales training program.

Key Aspects of the Sales Transformation 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 transformation challenges to immediately address.

Results:

By customizing and implementing Sales Transformation Solutions aligned with their client's growth goals, M2Execution has demonstrated itself as a proven 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

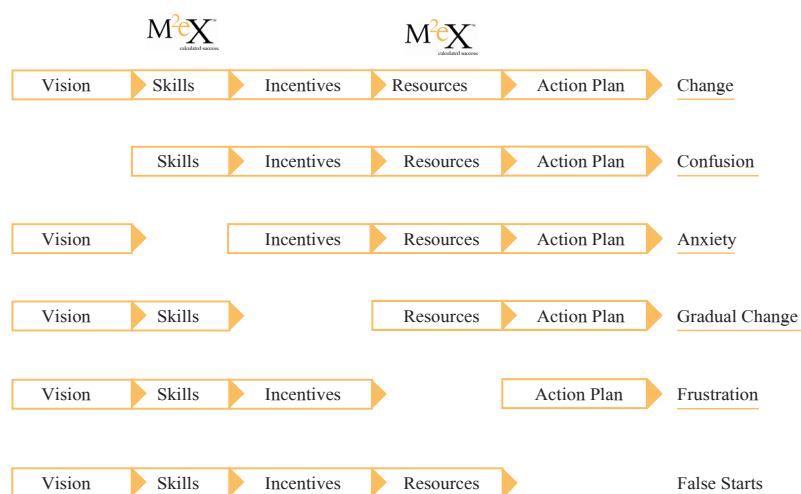
Solid Foundation:

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



M2eX = M2 Execution Expertise and Solutions



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