

The ValueSelling Solution for Blackbaud

SUCCESS

www.valueselling.com

ValueSelling's Client Industries:

Technology

Telecommunication

Manufacturing

Healthcare

Financial

WHAT IS VALUESELLING ?

ValueSelling Associates, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results.

Blackbaud, Inc. is the leader in bringing technology to nonprofit organizations and educational institutions, with the goal to help nonprofits use technology to better manage their financial, fundraising and administrative operations.

Critical Business Issue

Blackbaud viewed their top business challenges as the need to:

- Increase close rates, revenue, and opportunities in the pipeline
- Improve forecasting accuracy

Problems

Their main problem was that they didn't have an installed process that gave their sales reps the right skills for qualifying a prospect, gaining access to decision-making power, and developing a sales plan. Additionally, Blackbaud wasn't clear on what business issues their products could address for their customers.

Solution

Blackbaud believed they needed a program in place to provide a consistent, effective way to quickly ramp-up their sales force to become more effective in selling the value that the Blackbaud solution brings to a non-profit organization.

Blackbaud wanted to create a sales and marketing team that was focused on helping its clients address their own organizational challenges and achieve their organization's mission. If Blackbaud could help its clients deliver on their mission and address their challenges, those organizations would be more successful and overhead costs would be reduced. And in the customer's mind, if they could do that, the customer's business issue of increasing charitable giving would be addressed.

The ValueSelling Contribution

Using the ValueSelling Framework® from ValueSelling Associates, Blackbaud retooled its sales, marketing, and services groups with skills in the areas of competitive differentiation, anchoring value, creating need and urgency, and effective dialogue between buyer and seller.

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As a result, Blackbaud was able to help their sales force quickly ramp-up to understand their clients' business challenges and how the Blackbaud solution could positively impact their clients' organizations. Additionally, Blackbaud reps learned to develop multiple points of influence in an organization due to the high turnover of decision making power at not-for-profit organizations.

ValueSelling Associates provided training sessions for the sales and marketing groups, training for their channel solution providers, ongoing training for veteran sales managers, and monthly one-hour webcast refresher courses. Blackbaud also invested in an in-house ValueSelling certified trainer, who has developed a ValuePrompter® library of case studies and an ongoing training and coaching program.

Value to Blackbaud, Inc.

Consistently over the past three years, Blackbaud was able to maintain a double-digit annual rate of growth. Blackbaud more than doubled its close rate, increased average deal size by over 22%, and consistently increased revenue growth in tough selling times. And during the down market in the previous two years, Blackbaud consistently hired and ramped up a sales team for maximum performance.

Ed Roshitsh, VP of Worldwide Sales at Blackbaud, Inc., says "When people ask me what impact the ValueSelling program had on our business, I tell them it fundamentally and dramatically changed our approach to dealing with our clients, which has translated into winning business. We daily use the disciplines encapsulated in the ValueSelling Framework. Our sales and marketing program is now about:

- Helping our clients understand the issues keeping them from improving their business
- Finding and articulating value for our clients in terms they care about
- Developing multiple points of contact within a company
- Eliminating unqualified candidates from our pipeline faster
- Coordinating our selling efforts around a simple, repeatable selling process"