

ValueSelling Solution for Clarify

SUCCESS

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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.

Clarify, owned by Amdocs Limited, supplies customer relationship management (CRM) software and related professional services. Their solution addresses salesforce automation, customer support, and logistics issues faced by large corporations.

Critical Business Issue

To grow revenues year to year by selling the Clarify suite of tools as an enterprise-wide solution versus a series of point tools used by individual departments.

Problems

The Clarify sales team was finding it difficult to differentiate against competitors. The small average deal size forced the need for too many deals to make quarterly numbers. And most of their revenues were coming from one product, leaving the rest of their product portfolio untouched.

Solution

In order to grow their deal size, Clarify said they needed to shift outside of their comfort zone of calling primarily on the IT organizations of their customers. They needed to get at the heads of various departments like the Vice President of Sales, the Vice President of Customer Support, and the Chief Financial Officer, to establish their ability to address business challenges. They needed to flush out problems in the minds of these executives to drive for a more comprehensive solution that Clarify could provide, and differentiate themselves in the process. Finally, they needed to articulate the value of investing in Clarify so that the customer's were compelled to act quickly.

The ValueSelling Contribution

ValueSelling enabled the Clarify team to uncover critical business issues and challenges faced by their customers. In addition, they learned how to link Clarify's solution to their customer's problems, to discover and articulate the business and personal value of working with Clarify, and to deliver interactive presentations that compelled their clients to act.

Value to Clarify

During the first year of implementation, Clarify grew sales from \$131M to \$231M. They increased their average deal size by 35% to \$471K. More importantly, they did this while reducing the average discount by 8%. This metric alone contributed \$11M to their gross profit.