

CONSULTING CASE STUDY: SALES ACCELERATION

INDUSTRY: MOBILE TECHNOLOGY

A top-three player in enterprise computing needed to rapidly build pipeline in the public safety market. We profiled fifty of the largest U.S. accounts, delivering a robust target account database so the sales team could execute with speed and focus on building relationships and closing deals.



OUR CLIENT'S SITUATION

Successfully winning business from enterprise-level accounts is a complex undertaking, requiring in-depth knowledge of the account's existing solutions, vendor relationships, budgets, buying process, and the roles of numerous players involved in selecting new technology products and services. A comprehensive database of detailed account-level information can serve as a critical tool for a sales team, but conducting the extensive research, accurately capturing the data, and organizing it in a user-friendly way can be a major distraction for sales reps who need to stay focused on engaging with prospects and closing deals. Recognizing both the value of the tool and the challenges associated with creating it themselves, our client engaged VDC to develop a database of the 50 largest US accounts in its target market, giving its sales reps the critical information they needed to rapidly engage with expert knowledge and confidence.

OUR APPROACH

We began this engagement by working with our client to define the specific data – both quantitative and qualitative – that would be most valuable to the sales team during the sales process. We then developed the framework for the database to ensure it was both comprehensive and easy to use. A research plan was developed that included a combination of VDC proprietary databases, primary research with target accounts, and secondary research to supplement the data as needed. Specific project elements included:

- > Immersive listening and situational analysis to ensure complete alignment regarding our client's goals and objectives related to supporting its sales team's pursuit of the public safety market
- > Collaborative and iterative refinement of the engagement methodology, data collection tools, and deliverables
- > Intensive primary research consisting of in-depth interviews with dozens of influencers and decision makers from accounts that met the target account profile
- > Extensive secondary research on each account, with data collected across 19 different metrics for each account.
- > Creation of the final database, with a focus on clarity of data and easy of use, to ensure the sales team derived maximum utility from this powerful new tool.





STRATEGIC ADVISORY SERVICES

Identify and achieve ambitious goals for your business through consulting engagements from VDC's Strategic Advisory Services. Combining deep subject matter expertise, exceptional analytic capabilities, and creative thinking, we give you the ideas, insights, and strategies you need to thrive in rapidly changing technology markets. Tap into our experience across the entire business lifecycle to transform your enterprise and confidently chart your path to the future.



48+

Years of consulting experience for technology vendors

1200+

Engagements completed to date



Coverage across all major technologies, markets and geographies



Insights from direct engagement with IT, engineering and line-of-business professionals