

## Information Technology Company Revenue Transformation *A Case Study*

### *The Challenge*

XYZ company is convinced that the dynamics at work in the IT marketplace, in the economy at large and most importantly, in their customers' industries, will demand a new breed of IT outsourcing partner. Mr. XYZ, Chairman, President and Chief Executive Officer states: "It is obvious to us that to fulfill the role that we desire, ***to be a true, long-term strategic partner for our customers***, we need to understand their business just as clearly as we understand their IT requirements, so that the IT solutions we develop address both core business and technological problems. By acquiring this new level of business-specific skills, we will also be able to become true solution providers and add a new level of consulting to the services we provide our customers within our target vertical industries".

### *MRP Consulting Objective*

Based on our knowledge and experience in implementing results oriented, value-based Sales and Marketing practices within large companies worldwide, **MRP Consulting** has the ability to ensure XYZ Company's business success and raise its competitive positioning in selected marketplaces by leading the company through the following stages of organizational development:

- Create a new and competitive sales model that is consistent with the alignment of Sales, Marketing and Product Development.
- Implement a Sales Management process that provides XYZ with the ability to sustain its new approach to marketing and selling for the long-term and contribute to the achievement of XYZ's short and long-term business objectives.
- Re-orient XYZ's culture toward a sales and marketing "push" which will create demand for XYZ products and services today and beyond.
- Implement Value Measurements throughout XYZ's Sales and Marketing organizations so that team performance can be measured and reported, "on-the-fly".

### *The MRP Consulting Process*

In helping technology corporations create a high performing sales organization, **MRP Consulting** has identified the **Total Company Impact** model (see Figure 1 on the next page) as an effective guideline to address the needs of the selling team. This implementation approach includes:

- ***Infrastructure Alignment,***
- ***Training,***
- ***Coaching to re-enforce training and to learn new behaviors required by the new processes.***

In addition, *decisions* will need to be made regarding how much to *invest* in attempting to effect the desired change in personnel who are externally motivated and are hard to change.

The **Total Company Impact™** model is a proven process for transitioning traditional sales organizations into world-class performers.

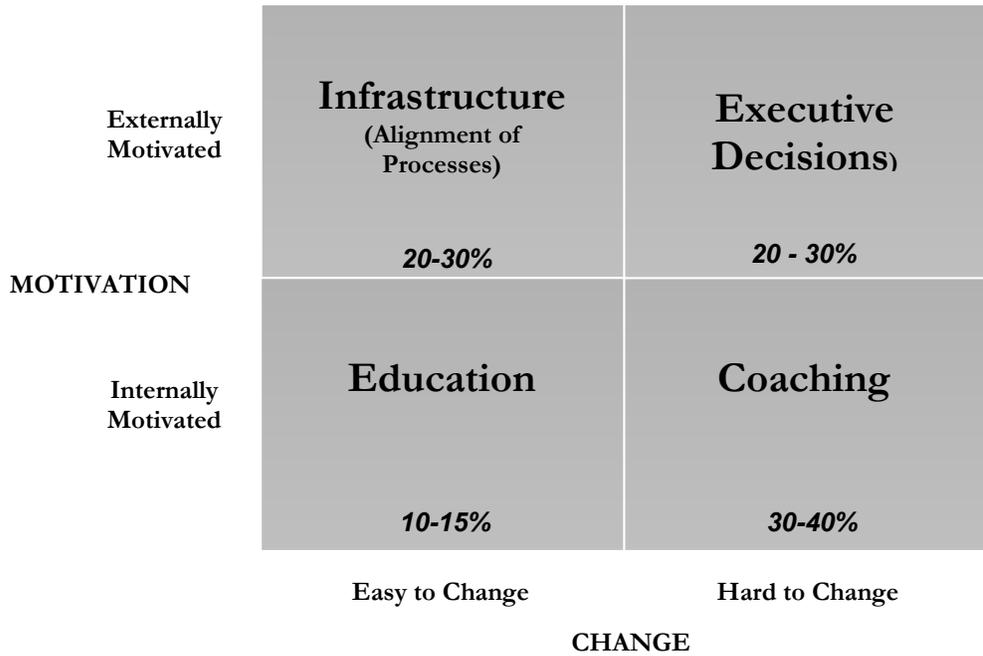


Figure 1. **Total Company Impact™** Model

With this context as a foundation, XYZ Company and **MRP Consulting** were able to determine what sales processes were most needed. **MRP Consulting** installed a series of integrated processes rather than impart a collection of individual skills or techniques. This process orientation provided XYZ Company with a number of advantages over traditional sales skills training (e.g., results tracking, ability to link other functions, repeatability and common language). This change process produced these tangible short-term outcomes:

- Improved win/loss performance
- Decreased cost of sales
- Increased account penetration
- Account strategy formulation and execution
- Decreased turnover of sales personnel
- Market share gains

**Valued Delivered**

In six months:

**Changed product mixed from 90% Y2K work  
To  
60% Y2K, 15% development, 20% maintenance while maintaining a 20%+ growth rate**