

Meta Marketing - Reference Story - 3

New Software Company Builds Sales Pipeline for IPO

Contact: VP of Sales

Company: Decision support software company

Critical Issue: Lack of internal resources to support a growing sales force

Reasons: The VP of Sales told us they were expanding their sales force for national coverage. He told us it was important that they were successful because the company was positioning for an IPO. He told us the Marketing department was focusing on branding the company, not helping the sales force generate new business.

Requirements:

- He said the firm had to be comfortable introducing a highly-technical product to top financial executives.
- He said the firm had to produce initial results within four weeks.
- He said all prospect information had to be communicated electronically to the appropriate sales reps in the field.
- He said he needed bi-weekly reporting of all the leads sent to his reps.
- He said he needed all sales appointments confirmed the day before and followed-up on (several days after), to ensure everything went smoothly.
- He said the firm should have experience in Solution Selling®.
- He said he needed help developing the calling materials based on the Solution Selling method -- Pain Statements, Reference Stories, etc.

Solution: Meta resolved the critical issue by satisfying the above requirements.

Results:

- Significant sales opportunities were identified within four weeks in geographies previously unworked by the company.
- Within eight months the company had over \$3 million in new business identified by Meta, that was expected to close.
- The company was able to develop market share at the national level.
- The company was able to gain additional investment capital to help go public.