Make **bold** decisions with confidence

RainmakerForce | Sales Data Science & Predictive Analytics

TELECOM SERVICE PROVIDER | B2B2C SALES | UNITED STATES | COLORADO

RainmakerForce helped a major telecom service company allocate their sales force across multiple industries, product lines and geographic areas in the most optimal way.

INDUSTRY

$420 million Telecom service provider selling proprietary and OEM Unified Communication as a Service (UcaaS).

BUSINESS NEEDS

• Develop tactical revenue plan and strategy
• Optimize/ recalibrate sales team for 9K customers
• Improve lead conversion rate and increase sales

THE ASK

Engaged by the client to "go all in" for highest impact within the 4-month timeframe, develop a data-driven model to restructure inside and field sales teams using profitability analysis.

THE METHODOLOGY USED

Predictive analytics to find a model to help the company to structure Sales* to maximize current and future performance.

• Analyzed historical data for lead generation, prospecting, hunting, farming & account management.

• Used proprietary resource allocation algorithm to optimize margin generation yield, adjusted for budget and calibrated sales teams across 17 product & region buckets.

• Evaluated existing inside & field sales process, tracked data on lead loss and follow-up, money left on the table and forecast sandbagging. Implemented "move the needle" sales scripts, processes, systems, metrics for running the overall sales org.

*Sales = Resources, Pipelines and Systems

SOLUTIONS

- Developed customer sub-segmentation and sales strategy based on profitability analysis across territories
- Operationalized inside + field sales development (60 heads), org design, enablement, onboarding & sales process execution
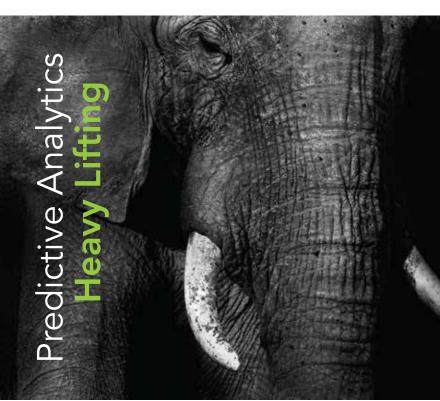
WINS

31% increase in reps as "producers"; 23% of team attained "Club"

(a) Increase account penetration by 18.2% in 3 quarters
(b) 21.7% increase in lead conversion, $3.6M in net new MRR

THE RESULTS

Improved account coverage by territory on upwards of 18% for every segmented sales team.

Helped identify and manage comp-based key drivers for 4.2% YOY increase for net new sales.

Predictive Analytics
Heavy Lifting

"We used to budget top-down, using historical comparisons. [The team's] capability and allocation really didn't reflect our sales strategy. Every quarter resulted in gap plans and turnover. RainmakerForce analyzed our highly complex sales data, root-caused key issues and showed how to maximize attainment and product margins, where to reduce selling costs and things that minimize rep turnover. When we saw pure top-line growth on budget, we wasted no time in shifting to this data-driven optimization. Not only did my job as EVP get a lot easier, but our Board loves to see my data!"

RainmakerForce is a global leader in predictive analytics and prescriptive analytics in sales consulting and technology. RainmakerForce has helped organizations analyze hard-to-capture sales situations. Its methodologies were built and proven in companies across a range of industries with support from faculty at The Wharton School, Univ. of Pennsylvania. For more information, visit rainmakerforce.com.

CASE STUDY   SALES FORCE OPTIMIZATION

RainmakerForce