



# Case Study | B2B Sporting Goods E-commerce Platform

31% increase in deals won after implementing new sales and account management methodology

## BACKGROUND

A leader in group e-commerce raised a significant investment from a private equity group to support growth. To maintain its position as a high-growth software platform, the company had recently introduced new leadership across the Go-To-Market (GTM) organization, with the goal of 60% revenue growth in 2-3 years. The growth would be based almost entirely on increasing the Gross Merchandise Value (GMV) moving through their platform.

## SITUATION

Most members of the sales and account management teams were new to the company, and while leadership had extensive implicit knowledge of internal processes, they lacked exposure to best practices. Because of this, the GTM organization needed a structured overhaul to introduce a consistent methodology for GTM activities.

## SOLUTION

### Account Segmentation & Business Development:

- Rank accounts by revenue potential and propensity to buy
- Identify and score Franchises, Affiliates, and Buying Groups (FABs); build an alliance channel engagement model to drive new logos and revenue

### Account Management Design, Coverage, Territory, Comp. & Quota:

- Focus on nurturing client relationships; retaining clients' business, and expanding those opportunities; learn what the clients' goals are and help achieve them
- Determine the right number of "feet on the street," the type of reps needed, and the best organizational chart

### Sales Enablement Buildout:

- Drive up revenue per sales head and reduce time to productivity for new sales hires
- Learn who the buyers are, how they make purchase decisions, and why they will choose your product over your competitors

### Adoption & Execution

- Fully immersive and comprehensive sales training for current and new reps, as well as ongoing sales coaching for sales managers and reps

## 12 Months After Implementation

