

Providing Clarity towards Commercial Success

Developing a Structure for Revenue Growth Ahead

Revenue
↑ \$500M

Challenge

Consilio was facing challenges in understanding how to execute on revenue growth plans for the coming year. Through numerous acquisitions, the company was also **combining three previously separate sales force into one**. A **lack of clarity** into revenue planning and its execution hindered leadership's ability to progress confidently, and while they had some **insights from a commercial assessment**, Consilio **lacked the understanding** to execute on these recommendations effectively to drive commercial success.

Opportunity

SBI worked closely with Consilio to establish a robust revenue plan that would help drive profitable and sustainable growth:

1. **Shared enablement tools** to align the combined sales force
2. A **single and universal** method to identify high-value accounts
3. Coaching to **introduce and reinforce best practices** throughout the sales organization

SBI Response

SBI collaborated with Consilio to develop an **end-to-end solution**. This began with **identifying new buyers** and the **creation of new segmentation processes**, ensuring that sellers have identified **critical success factors** with each persona. SBI also helped to **develop a new sales playbook**, encompassing buyer personas, positioning statements, buyer trigger events, and sales plays to **drive seller effectiveness** across the sales organization. To ensure that **sellers had clear roles and responsibilities**, the partnership also created **new coverage and execution plans**, assigning clear sales territories and methodologies that helped sellers **identify and execute on high-potential accounts**.

Key Results



+27%

Increase in Seller Productivity



-29%

Reduction in Average Ramp Time



+23%

Increase in Win Rate