

Implementing Effective Change Initiatives to Drive Growth

Empowering Sellers to Achieve More with Zayo

Revenue
↑ \$1.7B

Challenge

With an immediate need to meet their growth objectives, Zayo was **facing challenges in implementing effective change initiatives**. They found that their heavily matrixed and complex sales teams **lack defined processes**, resulting in wide variances in performance and effectiveness across its diverse segments. While investments have been made into new product areas, **sellers lack the confidence** to effectively position the new offerings, leading to poor ROI potential.

Opportunity

Zayo identified several areas of improvement to achieve their growth targets:

1. Their **technology infrastructure existed** in silos without connectivity to seller workflows and buyer processes, creating a lack of buyer-centricity and lower than benchmark win rates across multiple segments.
2. Recent investments in account segmentation, tools to generate insights into customers, and new leadership **provided a platform for growth**.

SBI Response

SBI partnered with Zayo to drive revenue generation and enable their sellers to realize the company's growth targets.

The joint initiative started with a **comprehensive revenue growth assessment** of segmentation and coverage, talent, sales execution, revenue marketing, and customer success strategy. These efforts **revealed five growth levers** critical to achieving the company's targeted YoY growth. SBI then helped to **develop value creation plans** to effectively realize growth from the identified value levers.

To address the inefficiencies in Zayo's workflows, SBI worked closely with leadership to **redesign the sales process**, introducing clearly defined layers and stages that reflect the complexity of deals with adaptations to suit each segment. SBI also **created comprehensive playbooks** utilized by sellers throughout the organization, enabling them to progress from identifying product white space in a customer to using well-proven methods to pitch products to specific personas.

Key Results



Double Digit

Revenue Growth in 2022



\$58K

Increase in Annual
Rep Productivity



36%

Increase in
Forecast Accuracy