

Developing Sellers to Drive Improvement in Organic Growth

Training Sales Reps to Cross-Sell a Broad Product Portfolio

Revenue
↑\$300M

Challenge

symlr had grown rapidly over the years through acquisitions. This resulted in sellers lacking the requisite knowledge to sell products across the company's portfolio, leading to uneven quota attainment. Some sellers were able to exceed their sales quota comfortably, while others struggled to achieve even half of their targets.

Opportunity

SBI discovered sellers who were able to sell consistently across the company's entire portfolio were **several times more productive** than sellers who sold in just one pillar. This allowed SBI to identify several key opportunities to help sellers attain their quota:

1. Training sellers to identify cross-selling opportunities based on trigger words and buyer personas effectively
2. Use input from successful sellers and SBI's knowledge of buyer psychology to identify buyer personas integral in the cross-selling process

SBI Response

SBI performed a revenue growth assessment of segmentation & coverage, talent, sales execution, revenue marketing, and customer success strategy, identifying **5 value levers** critical to **achieving organic growth**. This resulted in the **development of value creation plans** to capitalize on those levers.

SBI also created **comprehensive sales playbooks** to be utilized by the organization's sellers – enabling them to progress from identifying product white space in a customer to **being informed on client methodology**, so they could pitch the right products to the right personas.

Key Results



14%

YoY Organic Growth



20%

Upward Shift in Median Quota Attainment



5%

Increase in Net ARR