

inSPPECT Assessment Service Case Study

Strategy ➤ Process ➤ Personnel ➤ Execution ➤ Continuity

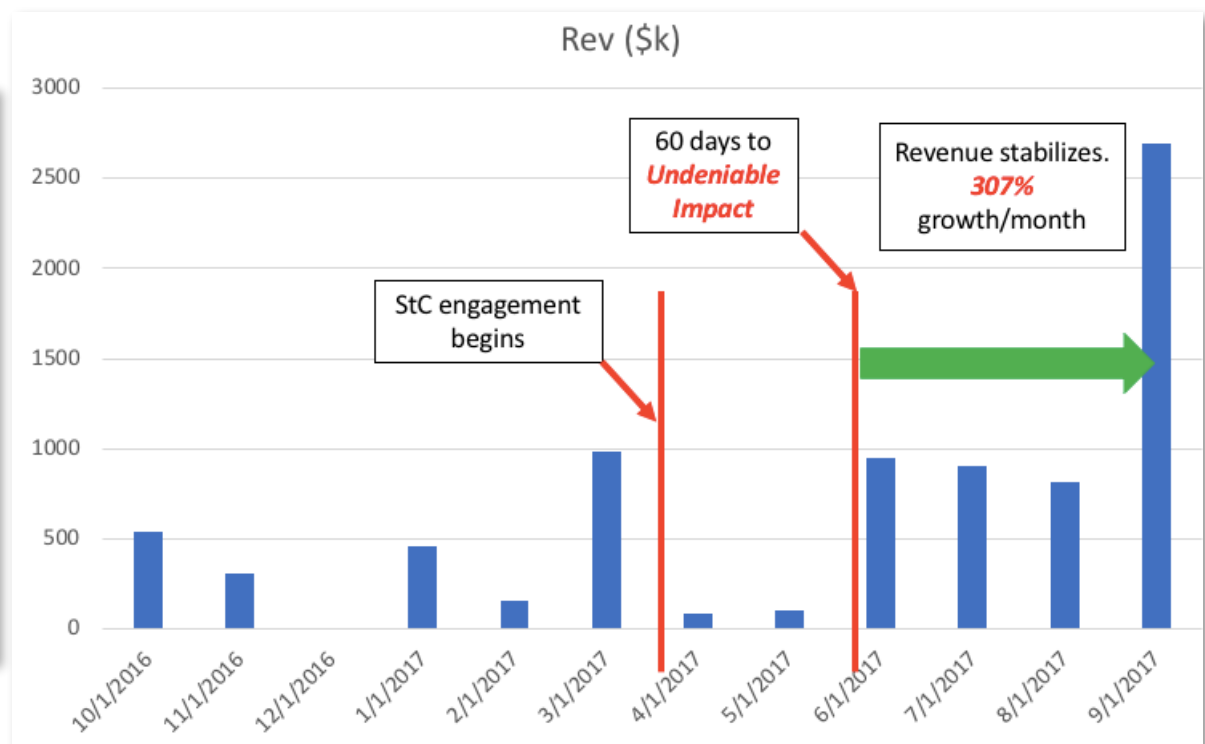
Client Summary and Challenges:

Big Nerd Ranch (BNR), a premier application development and training firm, was seeking to capitalize on all revenue streams available to them within their core accounts, knowing that additional opportunity was there but not being pursued. Neither the sales nor services teams were equipped to capture this business via a precise and accountable sales process.

Knowing outside help was needed, BNR engaged Span the Chasm because of our rigorous approach and focus on outcomes and results. Span the Chasm's **inSPPECT Assessment** service took an end to end view of BNR's process and approach, uncovering BNR's core challenges and created a clear execution path by building a prescriptive plan to achieve BNR's goals.

Span the Chasm's comprehensive **inSPPECT Assessment** uncovered several challenges:

- Organizations within BNR not effectively communicating and collaborating across silos.
- The sales and professional services teams not asking for referrals from long term Customers.
- The sales methodology was limited and focused on BNR goals, not Client value.



Span the Chasm's engagement created an "Undeniable Impact"

307% Average Monthly Revenue Growth in less than 6 months!

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Solution:

Through a series of **sales development workshops, rebuilding the sales process** and **1:1 coaching**, we equipped the teams with the right sales tools and processes to succeed.

- ✓ *Enabled referral requests to capture new business.*
- ✓ *Designed a sales methodology focused on driving real business value not just selling product features.*
- ✓ *Delivered **1:1 coaching** for sales reps and sales leaders to build a long term sales foundation and re-enforce new behaviors.*

Through our **Sales Mechanics** service, we developed an operating model for sales that spanned sales processes, sales team operating rhythm, KPIs and metrics. We optimized the sales tech stack, aligned and refined sales tools to the sales process stages and drove predictable sales execution.

Results:

*In less than 6 months of engagement, monthly revenue stabilized and grew from **\$330,000/mo.** to **\$1,342,000/mo.***

Sales and Services teams engaged in growing their biggest accounts 2 - 4x previous rates. Additionally they positioned themselves to deliver holistic value to their customers regardless of their buying decisions. BNR moved from being “*Engineering Centric*” to “*Customer Centric*”.

The organization moved from **chaos** to **predictability** and experienced a positive culture shift. The teams work more cohesively and the company is better aligned to serve BNR’s customers and prospects.

"Span the Chasm's inSPPECT Assessment process gave us clear visibility and insight into gaps in our sales process that we suspected but didn't have clear line of sight on. Now that we've gone through it, we are in mid-implementation with the recommendations they made and are already seeing great results. Laser focused and spot on. Invaluable process with an undeniable impact!"

Stacy Henry, CEO

Span the Chasm Services Engaged:

inSPPECT, IGNITE: Leader, IGNITE: Sales Rep, Referral, Foundations, Sales Mechanics