Services Sales | Sales Enablement PMO Model

Situation

Following a significant salesforce reorganization, our global technology client needed an aggressive approach to drive change among sellers. Our client was tasked with raising awareness about the value of their Services portfolio in delivering business outcomes for customers and driving increased revenue. In addition to awareness and embracing the change, the salesforce needed skills-based training. Our client had few internal resources but was tasked with leading this specially funded, cross-functional initiative to ensure sellers could succeed in the new organizational model, all within an 18-month period.

Solution

SolomonEdwards conducted an assessment of the two key factors, which were organizational readiness and sales knowledge. Based on the gaps identified, SolomonEdwards helped define program tracks to drive top-down executive sponsorship that would motivate sellers to embrace the new sales approach, and training to improve sales skills. The program was organized under three key objectives:

- Awareness
- Enablement & Training
- Process & Governance

Our Managed Service solution established a Program Management Office model (PMO) to lead the cross-functional effort. The PMO included a lead and tactical support to help engage stakeholders in all parts of the business, and organize a team to drive the required work. The PMO worked with stakeholders to scope the roles required to support each of the defined tracks. SolomonEdwards delivered talent to support project management, change management, process mapping, communications, curriculum development and metrics.

The PMO guided the work of the tracks, ensured consistent messaging across the program, engaged executive stakeholders, and reported up to leadership funding the initiative.

Results

Specific client benefits included:

- End-to-end management and launch of a new initiative.
- Expertise that our client did not have on staff.
- Flexible model to support the work as it evolved.
- Results-oriented approach to deliver against an aggressive timeline.

INDUSTRY:
Technology

DEPLOYMENT:
Managed Services Team

SERVICES:

Business Transformation

Program Management Office
Stakeholder Engagement

Gap Assessment

Program Definition & Role Scoping

Ongoing Status Reporting, Metrics & Executive Readouts

Flexible Model to Deliver Targeted Expertise

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Exceptional People for Complex Situations