



Lenati Case Study: Adapting a Sales Channel to a Rapidly Changing Economy



Business Challenge

In October 2008, the global economic picture was rapidly changing – for the worse. Sales executives at a Fortune 500 global software company increasingly heard reports about their customers tightening their budgets. One group within the company, which focused specifically on sales to small public sector organizations, was particularly concerned. As the recession quickly grew severe, its customers' IT budgets — already limited to begin with — were becoming extraordinarily tight.

To avoid reduced revenues, this sales team needed to align its focus around a cost savings message. And it needed to do so without delay. Ordinarily it took several months for this group to roll out a new strategy and tools. Now it had to complete a similar task within weeks.

The Solution

To address this challenge, Lenati assembled a virtual team of marketing and sales experts and quickly produced a streamlined set of sales tools that were tailored for effectiveness:

- **Overview Message:** A high-level sketch of the cost-saving message.
- **Telesales Job aids:** Data points and customer success stories that drive the message.
- **Discussion guides:** Quick reference for sales professionals to move from customer pain points to cost-savings solutions.
- **Video overview:** A video campaign kickoff featuring executives in the Public Sector group.

Within six weeks, Lenati completed this production process, and wrapped up by ensuring that the sales solution was easily extensible through the use of templates and standards distributed to other groups within the company.

The Results

Lenati's cost-savings sales solution was quickly adopted, both by internal sales teams and external partners and resellers. As the recession has persisted through 2009, these sales tools are increasingly relevant. A company executive noted the minimal amount of time it took Lenati to complete the project — and the resulting benefits, which are substantive and ongoing. "It's been the highest ROI for us," he said.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs.