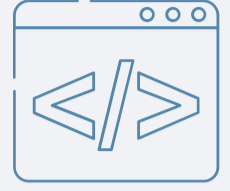


A marketing software firm with offices in the U.S., across Europe, Japan and Australia targeting large B2C enterprises. Annual recurring revenue (ARR) was in the hundreds of millions.



SITUATION

In general, acquisitions are complex and a challenging process for companies. One of the biggest challenges after an acquisition is integrating the two companies' sales cultures, processes, and systems.

200+

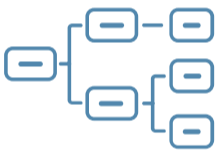


200+ sales quota carrying professionals located globally



Zero percent of the two companies' sales forces knew the other's product

CHALLENGES



SALES PROCESSES

The sales teams needed to adapt to new processes, tools, and metrics to effectively sell.



CUSTOMER ACQUISITION

With new products and services, the sales teams had to shift their messaging to current customers and focus on new markets.



PRODUCT KNOWLEDGE

It was essential for the sales teams to consume training and materials on the new products or services.

TRUE BLUE ACTIONS

After an acquisition, sales enablement activities are crucial to ensure that the sales team is prepared to sell the new products or services, and that the customers are aware of the changes and benefits of the acquisition. These sales enablement activities were utilized 6 months after the acquisition:

- Sales collateral creation and updates
- Sales and customer service team training
- Sales playbook development
- Customer communication
- Monitor performance

RESULTS

**6 Months
After Acquisition**



\$6.1M
IN NEW BUSINESS

466
NEW
OPPORTUNITIES

