TrueBlueTechnologies

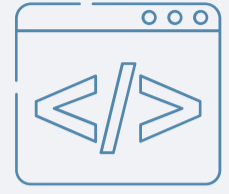# SALES ENABLEMENT
Product Launch at Sales Kickoff

A marketing software firm with offices in the U.S., across Europe, Japan and Australia with an ARR in the hundreds of millions brings all of its global team members together in person once a year for training.

SITUATION

Sales enablement is essential for a successful product launch as it helps ensure consistency, effectiveness, efficiency, agility, and collaboration in the sales process.

Prepare 170+ global sales professionals to sell a new product in a new market

Limited in-person time while attending a week-long sales kickoff (SKO)

CHALLENGES

SALES READINESS
The sales team needed the skills and resources to engage with customers, handle objections, and close deals.

NEW MARKET
Along with a new market comes new customer needs, competitors, positioning, pricing, and processes.

BEST PRACTICES
It was vital for sellers to understand not only customer best practices when using the new product but the best practices in sales motions.

TRUE BLUE ACTIONS

By investing in sales enablement with True Blue, the company increased their chances of a successful product launch and drove revenue growth.

A successful software product launch enablement program helped to deliver a deep understanding of the target market, clear communication of the value proposition, effective pre-launch activities, selling tools, sales support, and ongoing analysis and improvement.

RESULTS

1 YEAR
After Product Launch

BANK

$7.8M
IN NEW BUSINESS

296
NEW OPPORTUNITIES

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