



High Performance.

It's unleashes innovation.

achieved it.

During a period of disruptive change, a global technology company pivots to drive breakthrough sales growth.



The Achieve System™ helped our team stay grounded on what they can control and maximize their performance.



POINT A

Before the Achieve System™: as unexpected change rocked 1Q 2020, the VP of sales at a global technology company watched in alarm as team performance took a sudden downward slide. The teams were operating in silos and were additionally burdened with inefficient processes and a sputtering sales funnel. Many long-standing accounts urgently needed to be renewed, but this focus had been lost.



POINT B

After the Achieve System™: the delighted VP reported a remarkably stronger, more confident and effective sales operation. Teams had unified processes and improved communication. Lower-performing team members rapidly improved their skill sets, while the highest-performing team members set new standards and models that could be easily adopted by all.

Bottom line results?

Despite an atmosphere of disruptive change, high-value clients were renewed and new clients successfully won, generating millions in additional revenue.

ROI Highlights

Upsell of new service to large client generated new revenue of **\$4-\$7M** annually

Sales team-driven integration of services created **+\$3M** in new revenue opportunity from existing funnel

Proactive client outreach to solve COVID-19 challenges resulted in added revenue of **\$1.5M** annually

One team member on an improvement plan retained a **\$5.4M** account, plus **\$900K** of upside and **\$1.5M** in new revenue

What The Team Valued Most:

Improved structure, energizing workshops, non-technical skill development, improved communication

Some of the most recognized brands in the world **achieve** high performance with us.



The first quarter of 2020 was not going as expected.

Heading into a new year, the North America VP of Sales at a global technology company had a good team in place with strong client relationships. Suddenly, hiccups were emerging all around: key clients were re-prioritizing projects, COVID-19 was creating unexpected challenges and siloed teams were in hot pursuit of competing approaches to solve the same problem. Meanwhile, communication between teams – and with clients – was breaking down everywhere.

Soon the team was struggling just to renew past clients and retain revenue as plans to generate new clients and revenue were abjectly sidelined. One frustrated regional director began referring to the team as a “dysfunctional” family.

Some of the challenges were technical. More troubling were the non-technical ones, such as a loss of focus, negative mindset and lagging confidence. Both individual and group performance were rapidly slipping exactly when high performance was most needed.

Assessing performance barriers first.

After The Achieve Institute was called in, the VP explained what he wanted at a macro level, asking our performance experts to “*help us make it easier to do business and become more effective and efficient.*”

But effectively applying the **Achieve System™** requires understanding both the specific mindset and framework performance barriers in the way. During this assessment, several critical insights were revealed.



“The workshop at the beginning was one of the most energizing half-days I’ve had in decades.”

“There is no doubt Achieve led to improved performance for our team. The result has opened doors for better internal communication and customer calls.”

“The result of the program has been higher-skilled team members interfacing with clients, bringing sales efficiency and streamlined handoffs to internal teams like implementation.”

“For me it has been around how we plan and understand what needs to happen to get that specific deal over the finish line. Achieve has given me a good structure and a different way to look at the end goal and what steps are needed.”



Among the most relevant insights:

- team members did not feel sufficient ownership of accounts, and felt they lacked the authority to drive new deals.
- the development funnel had become stagnant, negatively impacting projected revenue growth.

Added to the siloes, communication breakdowns and disconnected processes, the total negative performance impact was substantial.

Shifting the goal to high performance.

Once the **Achieve System™** was in action, the team seemed to almost magically regain focus and energy, enthusiastically working together to develop a high-performance mindset and framework. The formerly competing regional teams unified, using our proprietary Point B methodology to establish base camps and monitor successes.

One lower-performing team member flourished under an individual performance improvement plan, generating not only an important account renewal but unexpected upside revenue. Soon the sales team was proactively creating new solutions and services to reignite the business development funnel and drive millions in new revenue.

The VP of Sales reviewed these results with deep satisfaction.

“This program has helped our team stay grounded on what they can control and maximize their performance. Even with all the changes swirling around them, they stayed focused on what’s important.”

He now relies on the **Achieve System™** to keep team performance high, especially during times of change.

*achieve system*TM

The *Achieve System*TM is a proprietary methodology that helps you achieve, sustain and scale high performance.

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