

Global Technology Company Generates Millions in New Revenue With the Achieve System™

CLIENT INFORMATION

- Fortune 500 Global Software Development Company
- 26,000+ employees
- “One of the most admired companies” - Forbes

“Achieve helped our sales team shift from a focus on **WHAT** they were doing to **HOW** they were partnering with customers to create trusted and valued relationships. This was a gamechanger for us.”

The Challenge: *Slipping revenue goals and lost sales momentum.*

The sales leader at this global software company was looking for answers: despite being laser focused on hitting their numbers, a former top sales team was now struggling to move the needle. They had the talent and a good customer base. But something wasn't working and they were feeling stuck.

The Application: *Accelerating sales by creating great customer experiences.*

Applying the Achieve System™ quickly revealed the problem: with their tunnel vision on hitting the numbers, the team had lost sight of how this shift was negatively impacting the customer experience. What they needed most was an upgraded sales approach and mindset that prioritized building strong relationships with customers. It was the perfect challenge for leveraging key Achieve System tools such as *Connect To Possibility*, *Point B* and *Create, Don't Fix*.

The Results: *Over \$16M in net new revenue and significantly enhanced customer relationships.*

Within weeks of applying the Achieve System methodology each day, the sales team began to see significant benefits. The customer experience improved rapidly, and as the team's creativity, teamwork and confidence returned, sales began to accelerate. But even more than achieving increased sales and revenue in the short term, the team was now building strong and lasting customer relationships for the long term.



Generated over \$16 million net new revenue from new customer sales and renewals.



New focus on creating great customer experiences instead of chasing numbers.



Upgraded sales approach and mindset with potential to benefit the entire company along with customers.



Renewed teamwork driving positive collaboration and integration versus competition.