

Navigate Staff through Effective Sales Conversations



A CLEVVA Technology Distributor Case Study

The background

A large national distributor of electronic equipment (laptops, desktops, accessories etc) and software sells largely through a broad network of resellers.

Each reseller has their own approach to sales, and this impacts the distributor's ability to scale off predictable sales estimates. In addition, to compete the distributor needs to ensure that customers experience a differentiating sales experience that leads to improved sales across the ranges (not just the best known products).

The challenge

The key challenges that the business faces include:

Sales staff tended to fall back on their specific product knowledge when dealing with customers. This drove product-centred as opposed to need-centred sales conversations, and limited the growth across less popular or known product lines.

The time it took to up-skill new sales staff on products limited the ability to scale.

The cost of sales to smaller companies was prohibitive when it required a highly skilled technical sales person to service these accounts. The business needed a way to offer smaller accounts the same level of advice at a lower cost.

The requirement

The management team was looking for a solution that would deliver on the following key requirements:



Ensure all sales staff conducted a thorough need analysis of every client before they jumped into offering solutions



Reduce the amount of training required to get a sales person capable of selling across all product ranges (i.e. become a universal sales consultant)



Ensure every customer, no matter what their size, had the desired need-centred sales experience that the business wanted to differentiate on



The solution

A Navigator was built by an internal team, ensuring that no matter what your level of product knowledge, you would be able to conduct a detailed, relevant need analysis that would then automatically work out the right products to offer, based on each validated need. This Navigator was made available to resellers via the company reseller portal, thereby offering all resellers immediate access to sales expertise.

The results

1. **Sales staff are now able to confidently approach any company to discuss their total needs,** without feeling anxious about limited product and technical knowledge or experience.
2. The **Distributor now has greater confidence in the level of consistency that products are being sold** i.e. they can be assured that the right need questions are being asked and the right products are then being offered.
3. The Distributor can now **drive growth across product ranges without being limited by staff knowledge or preferences.**
4. Detailed customer need data is now being captured, which feeds into **analytical reports across company type and location to give the distributor in-depth view on the needs different customers are expressing,** and the resulting product choices they are making.

The benefits

CLEVVA has enabled the business to capture the optimal sales formula and offer it to all resellers, without the risk of staff forgetting to ask specific questions and based on customer answers, identifying relevant solutions. By enabling a consistent, compliant and differentiating sales conversations, irrespective of who facilitates it, the Distributor is now able to scale – and at the same time capture deep customer insights that help shape merchandising and marketing efforts.

