

## ALIGNING SYSTEMS AND PROCESSES TO SUCCEED IN A COMPLEX ENTERPRISE SALES ENVIRONMENTS



Janes is a leading provider of open-source intelligence for industries including aerospace, defence, and security. With over 120 years of history and over 180 countries Janes sells in, the company is a well-established global data provider. With an investment from Montagu Private Equity, the business has prioritised building on the current offering by further developing the core platform and proposition. Following a launch of an interconnected intelligence platform, Janes Intara, the Montagu Full Potential Partnership (FPP) team introduced SBR as a trusted partner to help accelerate sales transformation in the post-launch phase.

### WHAT DID THE CLIENT WANT TO ACHIEVE?

The overall goal of the Sales Enablement Programme was to create a set of resources, structures and processes that delivers consistent revenue growth, both within the existing base of Janes customers and through winning projects with new clients.

### WHAT ISSUES WERE THEY FACING?

Whilst revenue had continued to rise there was a lack of rigor and visibility on data in the business. Following the launch of the lead product, it only made sense to align processes as Janes was going through a transition from a company selling products and services to a company selling more complex data platform.

### THE RESULTS

SBR supported the sales and sales enablement organisation to deliver results including:

- A consistent approach to managing opportunities through the sales funnel, both at the level of process definition and at the level of individual client meetings.
- Improved forecast accuracy, opportunity qualification and sales velocity.
- Improved return on sales FTE investments.
- More effective prospecting, faster qualification and better closing through front line customer facing and sales staff deeper understanding of Janes proposition.
- Lower people churn, reduced recruitment costs and improved sales performance through focused recruitment and professional development.

### SBR'S APPROACH

Via a Sales Enablement Programme with series of workshops, SBR:

- Provided the platform for the salespeople to succeed in more complex enterprise sales environments.
- Developed a targeted, staged and repeatable approach to sales (Ideal Client Profile, Buyer Personas, Buying Cycle).
- Integrated sales process and methodology into the sales team and provided leaders with a management cadence to maintain sales excellence.
- Helped Janes to utilise the CRM tool to provide clarity and visibility to the leadership and salespeople on the pipeline, with a focus on lead and lag indicators.
- Created Competency Frameworks, Sales Compensation Plans and Enterprise Account Plans.



“My most recent win was a direct influence from the Launch session surrounding the deal review exercise we did with SBR.”

**Bob Foery**

*Director of Defence Sales*