

Significantly increasing conversion rates of the EMEA inside sales team

ABOUT LOGITECH:

Logitech are product and experience designer company with products sold in almost every country in the world. For over 40 years, they focus on designing innovative and quality products for digital interactions in people's everyday lives.

COMPANY SIZE:

5,001-10,000 employees

INDUSTRY:

Computers and electronics manufacturing

SBR SERVICES:

Sales transformation, recruitment, sales leadership, sales competency assessments

Supporting a transformation from a product focused company to a customer focused company, building out the inside sales methodology to achieve more growth.

What did Logitech want to achieve?

Logitech's goal was to get closer to their customers and achieve more growth. As a part of this transformation, there was a keen focus on building out the digital sales capability for its inside sales function. The aim was for the inside sales team to become more active towards their Channel Partners. Furthermore, Logitech wanted to strengthen the onboarding process and provide the platform to support the team beyond initial onboarding – preventing any plateau in sales performance, maintain high competency and clearly outlining expectations. Bringing efficacy into the customer journey was one of the desired outcomes as well.

What issues were Logitech facing?

Logitech felt like there wasn't enough clarity in the opportunities and risks to growing various regions across EMEA. They were also aware of a complicated buyer's journey, a lack of knowledge transfer in cross partner opportunities, and a need to turn inbound leads into qualified opportunities at a higher rate.

The results

Reduced cost of sales through richer customer engagement.

EMEA Team Growth

Better MQL to SQO conversion rates

Increased SQO to closed conversion & revenue

Autonomy / credibility in channel opportunities

Improved confidence in the team

SBR's approach

SBR provided a number of solutions including a consultation with leaders and sales team, creation of various tools and technology, and integrated the below:

- People Prioritisation Matrix, which enables a threshold approach towards inbound, outbound and opportunity management.
- Org Chart: Designed a future state Logitech EMEA IBDR Sales Org Chart including sales leaders and sales team, providing clarity on when to hire.
- Competency Framework: Created a development assessment process taking into consideration job roles and responsibilities, internal communication, HR and remuneration.
- Sales Process: Created a detailed guide to follow, which was trained and brought to life via key concepts and real opportunities.
- Buyer Journey Refinement: Built a 'lean' Opportunity Management process to reduce client touches and remove unwanted blockers 'OCRM' and associated skills required.



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Patrick Crowley

Head of inside Sales EMEA