



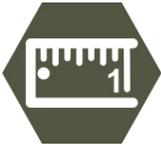
## Predictable Breakthrough Sales Results

Fortune 100 computing manufacturer uses Empirical Selling<sup>SM</sup> managed sales acceleration solutions to **increase overall sales by 44% relative to goal.**

### A Very Specific Target Market with Known Participants

A Fortune 100 direct sales computer manufacturer uses a complex multi-channel sales process to drive sales into the public sector, namely K12 education, higher education, state and local government and federal civilian and federal defense segments. At the point in time when Massini Group engaged with this client it had just missed its quarterly sales target by 9% and was facing a increased target in the subsequent quarter. Massini Group was tasked with providing Empirical Selling<sup>SM</sup> managed sales acceleration solutions to make up the revenue shortfall and predictably drive sales growth and efficiency.

Benchmark  
SMB Selling  
Performance



### Analysis of Marketing Operations Revealed a Gap In Market Visibility

Massini Group utilized Empirical Selling<sup>SM</sup> benchmark and best practices data as the foundation for a comprehensive review of the operations of the complex multi-channel sales environment including analysis of the marketing universe, marketing reference database, data population and quality strategy, campaign structure and lead management workflow. It was found that only 31% of the total available market, as measured by verified entities in the target sectors, had contacts available for driving marketing and sales efforts.

Drive  
Sales Data Support  
Best Practices



### Total Available Market Through Contact Availability To Profiling

Massini Group deployed an Empirical Selling<sup>SM</sup> marketing reference database solution in which all of the data assets of the client company were combined into a single large scale relational database. This involved consolidating and matching numerous sources of company, contact, response, profile and attribute data. Further, Massini Group developed and deployed a multi-level codification process to score the level of sales preparedness by account, ranging from contact availability, through profile collection to pipeline stage.

Exploit  
Sales Workflow  
Opportunities



### Multi-Part Methodical Method For Achieving Total Market Visibility

The core of the Empirical Selling<sup>SM</sup> methodology is an iterative sales acceleration cycle in which a statistical foundation is put in place as the base for predictable, reproducible sales results. In this case, it called for a methodical process of acquiring, confirming and codifying contact information from data sources and telephone-based contact gathering. As each company had a decision-maker contact attached to it, a sales campaign was launched that either developed new "bluebird" sales opportunities, or profiled the account, or both.

Predictable  
Breakthrough  
Sales Performance



### Methodical Management of Sales Profiles Lead Directly to Increased Sales

Massini Group methodically plotted the on-going growth of the total available market, the contact and attribute coverage of that market, the profile coverage of the available contacts and the response history of each associated campaign. In the initial quarter of operation, the market coverage was 31% and the sales attainment was 91%. At the end of the third quarter the market coverage was 78% and the sales attainment was 115%. At the end of the sixth quarter of operation, the market coverage was 95% and the sales attainment was 135%.

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