

SUCCESS STORY

Scout Scales, Helps Sellers Win More Business



The Challenge

A software technology company with £4 billion in revenues struggled with long sales cycles and disparate methodologies across business units.

Management knew that its existing, inconsistent practices and underutilised CRM were not the key to achieving success. They needed a way to bring methodology AND technology into the organisation to improve strategy and aggressively push deals through the pipeline. So, the company partnered with Miller Heiman Group to adopt Strategic Selling® with Perspective and Conceptual Selling® methodologies and invested in its sales analytics platform, Scout.

The Rationale

The technology company appreciated that Miller Heiman Group provided a SaaS solution to bridge methodology and technology. The director of sales enablement called Scout a “game-changer” that allows the executive team and sales leaders to understand where to invest sales resources because:



It gives immediate visibility into the organisation’s opportunities and the strategies sellers use to win them



It supports the organisation’s objective of driving quicker and improved methodology adoption



It scales across the organisation



It rolls out quickly with seamless CRM integration

The Results

Scout's implementation hit the mark for the software technology company for these three key reasons:

01

Ease of CRM Integration

The client's IT and sales enablement teams met with Miller Heiman Group, and appreciated that Scout integrated simply and seamlessly with their existing CRM. With plug-and-play implementation, the integration protects their goal of maintaining a single source of truth. According to the director of sales enablement,

"I had my first conversation to understand Scout in December, and we went live in mid-February. **We've had no hiccups whatsoever, and the team at Miller Heiman Group is just a call away. It was a no-brainer to go with Scout.**"

02

Speed and scalability

Two business units within the company used a CRM, and one did not. The director saw an opportunity to create consistency among business units by using one CRM and one methodology reinforced by the tools in Scout. "Due to ease of integration with the CRM, we rolled out Scout to 250 users overnight. This positions us to easily grow with the demands of the business—bringing on other teams and new hires. We add new teams and users on a daily basis. **It's easy to go with Scout and it's easy to grow with Scout.**" The company also engaged Miller Heiman Group coaches to teach sales leaders to reinforce key concepts with sellers through Scout. They asked, "can we make this scale across the organisation?" The answer is, **"yes, it scales really well."**

03

Frees up selling time

As with many companies, the software technology company wanted to decrease sales cycles and increase closed-won business. With Scout, sellers gain more clarity into how to move the deal — and when they need more support. As the director points out, **"Scout eliminates the admin work and noise out of the sales process, and lets sellers focus on selling."** Scout fits easily into the sales team's existing activity without adding extra steps — it simplifies their work into one source. "This is not just a sales management tool or documentation or admin," the director added. **"Scout helps reps dramatically improve managing their opportunities — it's a one-stop shop for everyone."** By using real-time analytics, Scout gives sales leaders visibility that result in more wins, larger deals and faster close times.



Conclusion

Scout uses data from the technology company itself to show patterns and direction. It has allowed the software technology company to have more consistency across its business units and resulted in shorter sales cycles. The director knows Scout will only prove more valuable over time. **"The trends and insights of Scout will be eye-opening over the next three, six, nine and 12 months."**

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