



# Intelligent Conversations: enabling the global partners' sales teams to provide relevant solutions to customers

Many times, the biggest disconnect in the marketing-to-sales progression within a company is in the loss of information and context along the way. While marketing has developed material with certain insights and information, the field sales—unaware of the context—is quite at loss to understand the relevance of such material. And typically, such situations quickly lead to a breakdown in the seamless operations of marketing and sales, where one division creates and publishes material, and the other division simply reacts to the field requirements.

**With over 60,000 channel partners globally who deployed an even larger sales team across geographies, it was but natural that our client's marketing and field sales divisions operated in complete disconnect. Some of the issues that the sales teams faced included:**

- Lack of context about new product marketing materials
- Lack of strategic tools or information to engage with customers beyond asset sale
- Disconnected feedback mechanism between sales and marketing to adapt materials into contextual situations
- Lack of a formal framework to provision seamless interaction

Revel Consulting engaged with the client to provide a robust, scalable, and highly contextual framework for the marketing and sales divisions to align material development, delivery processes, and building relevance.

**Working with local research agencies across geographies Revel created a framework to assimilate information on industry trends, competitive landscapes, technology trends, customers buying patterns, and so on. Using the information the agencies provided, Revel assisted the sales division to create intelligence that helped team members to:**

- Provide customers with proactive information and intelligence
- Create the relevant sales pitches aligned to customer requirements
- Engage in intelligent conversations
- Provide feedback to marketing in repurposing published materials
- Grow the sales closure rates

Revel created a series of workshops with the partners to understand their unique requirements, identify the right research agencies that could empower the local sales divisions, and created a framework for the various actors to collaborate and learn in the environment. Implementing the right project management resources and processes, Revel ensured that the project focused on the right problems, identified the right solutions, and rolled out these solutions into adoptable processes within tight timelines. Today, our client sales divisions are extremely agile and sensitive to providing long-term benefit and informed intelligences to their end customers.