

BUILDING BETTER RELATIONSHIPS AT DELL



SUCCESS STORY

SUMMARY Dell serves the technology needs of millions of customers with a portfolio of solutions, hardware, software and professional services. Dell partnered with Lattice Engines to deploy salesPRISM sales intelligence software across all major B2B operating divisions. The objective was to drive sales productivity while ensuring seamless integration with existing CRM systems and sales processes. Dell achieved a lift in revenue by using salesPRISM software for intelligent account targeting and contextual sales conversations.

From Data to Intelligence: Dell Spots the Opportunity

Dell has always understood that customer trust and loyalty result in superior sales performance. Sales teams earn customer trust and loyalty through personalized service, best-in-class products, and knowledgeable account teams that help each customer accomplish its goals. Dell had already invested in CRM technology (salesforce.com) and standardized sales processes to help reps achieve their dual mission of increasing sales and providing a superior customer sales experience. However, with the continuing broadening of Dell's product portfolio and the increase in internal and external data available about customers and prospects, sales teams increasingly spent more time researching their accounts and Dell's latest products. Dell spotted an opportunity to accelerate account research and solution targeting with Lattice Engines. Sales teams would be able to spend more time working on Dell solutions with their customers and prospects.

"Lattice Engines is a game changer for my reps and for Dell."

Crissy Welhoelter, Regional Sales Leader
Dell Small and Medium Business

The challenge would be to transform massive amounts of disparate customer and prospect data - - including sales transactions, service history, credit information, and company profiles - - into an ongoing capability for sales reps to generate more cross-selling and prospecting pipeline opportunities and convert more opportunities into closed business. Moreover, any solution would need to integrate with salesforce.com to ensure a seamless sales workflow.

The *salesPRISM* solution integrates and analyzes internal and external data sources to generate tangible insights for sales. Teams identify and close more business, engaging customers and prospects through timely and relevant conversations.

"We are most successful when we engage customers about Dell solutions in a timely manner that respects the customer's business context," said Jeff Hamlin, Director of Small and Medium Business Marketing for Dell.

90 Days to Value: Dell Deploys Lattice Engines salesPRISM

Dell partnered with Lattice Engines to deploy *salesPRISM* sales intelligence software across all major B2B operating divisions - including Small & Medium Business, Public Sector and Large Enterprise.

Thanks to a rapid 90-day deployment period, Dell sales leaders were able to realize tangible cross-selling and prospecting productivity improvements as early as their next Quarter. Powering *salesPRISM* is a robust data management and analytics environment capable of integrating and transforming millions of data points about Dell's customers and prospects into actionable recommendations for sales reps: *Who to target, When to target and What to communicate.*



The *salesPRISM* software interface presents prioritized account leads and recommended Dell solutions intuitively to maximize outbound calling effectiveness. For sales managers, *salesPRISM* provides detailed reports on how actively and effectively each rep is engaging with accounts-specific recommendations.

Selling Smarter with salesPRISM

salesPRISM has consistently helped Dell increase sales productivity and drive sales growth. The software prioritizes cross-sell leads, enables Dell sales teams to personalize their customer messaging, and pinpoints the highest-potential prospect targets. *“Lattice Engines is a game changer for my reps and for Dell,”* said Crissy Welhoelter, Regional Sales Leader, Dell Small and Medium Business. *“It is a competitive advantage that helps us take our business to the next level.”*

The Dell-Lattice Engines partnership is focused on three core areas:

1. INTELLIGENT CROSS-SELL TARGETING: Each Dell customer has a unique technology adoption journey. Moreover, every customer faces a different set of business dynamics that create needs for specific solutions. *salesPRISM* helps sales and marketing identify the right Dell solution based on each customer’s unique needs. From understanding equipment upgrade cycles to positioning complex virtualization solutions, *salesPRISM* empowers Dell teams to be laser-focused on specific accounts that may be nearing an active consideration cycle. *“salesPRISM talking points helped me open new conversations with my customers, giving me a relevant purpose for my call,”* said Bryan Behr, Account Manager.

2. CONTEXTUAL SALES CONVERSATIONS: By arming Dell sales teams with updated, 360 degree intelligence (e.g., past purchases, corporate activity, likely next purchase from Dell), *salesPRISM* enables Dell sales teams to engage in relevant and timely discussions with their prospects and customers. Lattice Engines creates data-driven, dynamic ‘*Talking Points*’ matching the perfect Dell solution based on each account’s unique needs. Engaging accounts with contextual conversations is a win for Dell and its customers.

3. ACQUIRE MORE NEW CUSTOMERS FROM OUTBOUND CALLING EFFORTS: Thousands of Dell sales professionals are tasked with introducing Dell solutions to potential new customers. Dell sales teams trust *salesPRISM*’s intelligent account targeting to identify prospects most likely to value and purchase Dell technology solutions. This is no small feat given a prospect universe of over 10 million companies *salesPRISM* crunches through millions of data points on an ongoing basis to predict each prospect’s likelihood of customer acquisition and estimated account value.

“Adding salesPRISM accounts to my sales plan increased my run rate and pipeline business - beating my goal last quarter.”

Donald Radford, Account Manager
Dell Small and Medium Business

BUSINESS IMPACT: Dell achieves and sustains its competitive advantage in selling high-technology solutions by establishing and developing customer relationships. Lattice Engines is enhancing Dell’s ability to relevantly address the right business challenges for Dell’s customers.

Lattice Engines is the leader in B2B sales intelligence software enabling Fortune 5000 companies to Sell Smarter and achieve a 6-14% increase in sales within one year of deployment through Intelligent Targeting, Contextual Conversations and Measurable Execution.