

VMware: 'FISHING WHERE THE FISH ARE'



SUCCESS STORY

SUMMARY

VMware, the global leader in virtualization software, partnered with Lattice Engines to deploy salesPRISM sales intelligence software to field and inside sales reps for all major North American business segments. VMware increased sales productivity by 7% in one year, using salesPRISM software and Lattice Engines analytic services to pinpoint buying locations, anticipate sales opportunities and engage customers in contextual and timely discussions. salesPRISM also enabled VMware to energize its partners, helping them focus selling efforts on the top account opportunities.

“Fishing Where the Fish Are”

VMware trains sales reps to follow the fundamental selling strategy: “Fishing Where the Fish Are.” Targeting accounts that are ready to make a purchase ensures higher sales productivity and more closed business. In executing this strategy across its business segments, VMware faced two challenges. Within its Small and Medium Business (SMB) segment, sales reps were managing several hundred customer accounts. Manually researching and analyzing each account on an ongoing basis was not a viable option due to the impact on selling time. In the Corporate segment, sales reps faced a different challenge. Covering large corporate accounts with dozens of subsidiaries and locations, sales reps needed to map out complex organizations and identify discrete buying locations making independent decisions on purchasing their products.

VMware needed a powerful sales intelligence software solution that would:

- Facilitate customer profiling (e.g., track critical internal and external triggers)
- Improve the accuracy and effectiveness of account targeting (i.e., calling on accounts in the consideration window for their products)
- Meet the different needs of their SMB and Corporate business segments
- Integrate with their Salesforce.com deployment

Sales leadership understood that executing “Fishing Where the Fish Are” operationally would mean weaving data-driven sales intelligence into activity tracking, performance reporting and coaching.

salesPRISM Impact



From Strategy to Action

VMware chose Lattice Engines salesPRISM software and analytic services to boost sales productivity through intelligent targeting. salesPRISM was the only software powerful enough to integrate and analyze the broadest array of internal and external data sources (e.g., billing system, CRM, Marketing Automation, 3rd party data vendors) on an ongoing basis. salesPRISM identifies buying locations within thousands of accounts and estimates the likely spend on VMware products at each buying location. salesPRISM then enables VMware sales reps to engage the right accounts at the right time with contextual conversations-- dynamically-updated talking points on how to position their products for the unique circumstances and needs of each account.

In addition, VMware sales leaders chose Lattice Engines software and services to guarantee measurable near-term sales productivity impact. The first sales teams began using salesPRISM just days after the deployment decision was made. Lattice Engines provided deployment services for data management, analytics and user interface configuration. The rapid deployment timeline included training sales teams and configuring sales management reporting.

"The Fish Are Found" – Lattice Engines Impact

Lattice Engines sales intelligence software and analytics services have enabled VMware sales reps to systematically identify and engage the most valuable and most likely customer opportunities across the Corporate and SMB segments. Operationalizing the "Fishing Where the Fish Are" strategy with Lattice Engines has resulted in a sustained 7% increase in sales productivity.

In the Corporate segment, sales reps receive a clean view of corporate buying locations and sales opportunity for each location. In tandem, reps rely on salesPRISM predictive analytics to identify when each location is ready to transition to a deeper level of engagement with our customer's products.

SMB, on the other hand, is a "volume game" to generate proposals. salesPRISM automates the intelligence to identify high likelihood accounts, validate contact information, and send out proposals. One sales manager generated 80 closed deals from 325 proposals within 90 days, a record-breaking achievement for both proposal-generation and close rate.

For both the SMB and Corporate segments, VMware sales leaders rely on salesPRISM for measurable execution. salesPRISM 'Plays', or specific sales campaigns, organize and focus sales rep selling time. In turn, managers can track true end-to-end performance, starting with specific Plays that sales reps are converting successfully into pipeline opportunity and then into closed deals. With its proven success, VMware has expanded the salesPRISM deployment to include Partners, often the primary point of contact for customers.

VMware continues to reap sales productivity gains with Lattice Engines through intelligent account targeting, contextual conversations and measurable execution.

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.