

# THE CLIENT



A \$80 Billion, American multinational technology company specialising in personal computers, servers, monitors, computer software, computer security and network security.



## THE BUSINESS CHALLENGE

The client was looking to improve the capability and revenue attributed to their largest accounts.

The aim was to grow revenue more than 5% through their senior field sales team.

.... And improve the customer experience, leading on customer outcomes rather than their own solutions.

## THE SOLUTION

Mentor Group developed and designed an immersive program using virtual reality. The program took the participants through a series of simulation exercises with 4 different buyer personas to identify mindsets, decision making and their sales approaches in each case. The scenarios were then debriefed by an experienced Mentor Group coach to identify the key learning points, rationales behind decisions and how these lessons could be applied to a live opportunity to progress the deal. This was done over a 6-month period to allow time for skills application.

## THE OUTCOME

This program delivered a 100% net promoter score from all participants. The more striking results came from the application of the scenarios and lessons to real accounts. We have documented examples of deals being increased in size and won because of this program. One notable example was a deal that was taken from \$1M to \$11M by engaging the right personas, identifying value in the eyes of the customer and winning the deal to the full satisfaction of the customer. ROI evaluation is ongoing.

