



# Revenue Enablement: Global Design Company

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## **Client Profile:**

The client is a leading design company that specialises in providing innovative and creative solutions for various industries, including branding, packaging, digital design, and marketing collateral. With a team of talented designers and a strong portfolio of successful projects, the company aims to expand its market presence and increase sales.

## **Challenge:**

The design company faced challenges in converting leads into customers effectively. Despite having a strong reputation and high-quality design offerings, the sales team struggled to communicate the value proposition clearly and demonstrate the company's capabilities. The lack of consistent messaging and sales collateral hampered their ability to close deals and meet sales targets.

## **Objective:**

The primary objective was to develop a comprehensive sales enablement strategy that would empower the sales team with the necessary tools and resources to effectively communicate the value of the design company's services. The strategy aimed to streamline the sales process, increase conversion rates, and ultimately drive revenue growth.

## **Approach:**

- *Customer Persona Development:*

Conducted in-depth research to understand the target audience, their pain points, and their specific design requirements.

Developed detailed customer personas to align the sales team's messaging and approach with the needs and preferences of potential clients.

- *Content Creation:*

Collaborated with the design and marketing teams to develop a range of sales collateral, including brochures, case studies, presentations, and product/service sheets.

Ensured that the content was visually appealing, clearly articulated the company's value proposition, and showcased the portfolio of successful projects.

- *Sales Training and Enablement:*

Organised workshops and training sessions to equip the sales team with product knowledge, competitive differentiators, and effective sales techniques.

Created a centralised repository for sales enablement materials, including pitch decks, objection handling guides, and FAQs, to provide quick access to critical information.



- *Sales Process Optimisation:*

Conducted a thorough analysis of the existing sales process to identify bottlenecks and areas for improvement.

Streamlined the sales pipeline, implemented clear milestones, and established key performance indicators (KPIs) to track the progress and effectiveness of the sales team.

- *Sales Technology Implementation:*

Leveraged technology tools, such as customer relationship management (CRM) software and sales enablement platforms, to automate repetitive tasks, enhance lead management, and provide real-time insights into the sales process.

## **Results:**

- *Enhanced Sales Team Performance:*

The sales enablement strategy empowered the sales team with the knowledge, tools, and resources required to effectively engage with potential clients.

Sales representatives reported increased confidence and clarity in communicating the company's value proposition, resulting in improved conversion rates.

- *Streamlined Sales Process:*

The optimised sales process enabled better tracking and management of leads, resulting in a more efficient and predictable sales pipeline.

The introduction of KPIs and regular performance monitoring allowed for timely adjustments and ensured accountability within the sales team.

- *Increased Revenue Generation:*

The comprehensive sales enablement strategy, combined with improved sales team performance and a streamlined process, led to a significant increase in closed deals.

The design company experienced substantial revenue growth and expanded its market presence, thanks to effective sales enablement practices.

## **Conclusion:**

By implementing a robust sales enablement strategy, the design company successfully aligned its sales efforts with the needs and preferences of potential clients. The combination of customer persona development, content creation, sales training, process optimisation, and technology implementation resulted in improved sales team performance, a streamlined sales process, and increased revenue generation. The design company is now better equipped to showcase its design expertise, effectively communicate its value proposition, and secure new business opportunities in the competitive design industry.