AVALON Consulting | Cordence WORLDWIDE MEMBER

The Avalon Edge

Entrepreneurship
Dedication To Excellence
Great Value Creation
Ethical Approach

Sales Cycle Transformation

for a Technology Services organization

Client Situation

- Our client, a > USD 1.5 bn revenue B2B technology services firm, felt the need to improve the management of its sales cycle – to improve sales conversion, reduce lead time to quote, lower costs and improve overall efficiency

- The client's existing environment posed several challenges:

1 Sales-focused approach instead of RoI, leading to the team working on a huge pipeline of opportunities without appropriate vetting

2 Manually managed process leading to quality issues and long cycle times

3 Multi-stakeholder dependency (internal team and external vendors) with lack of clearly defined roles, leading to delays

4 Lack of visibility in the entire process, resulting in inaccurate information that impaired decision-making
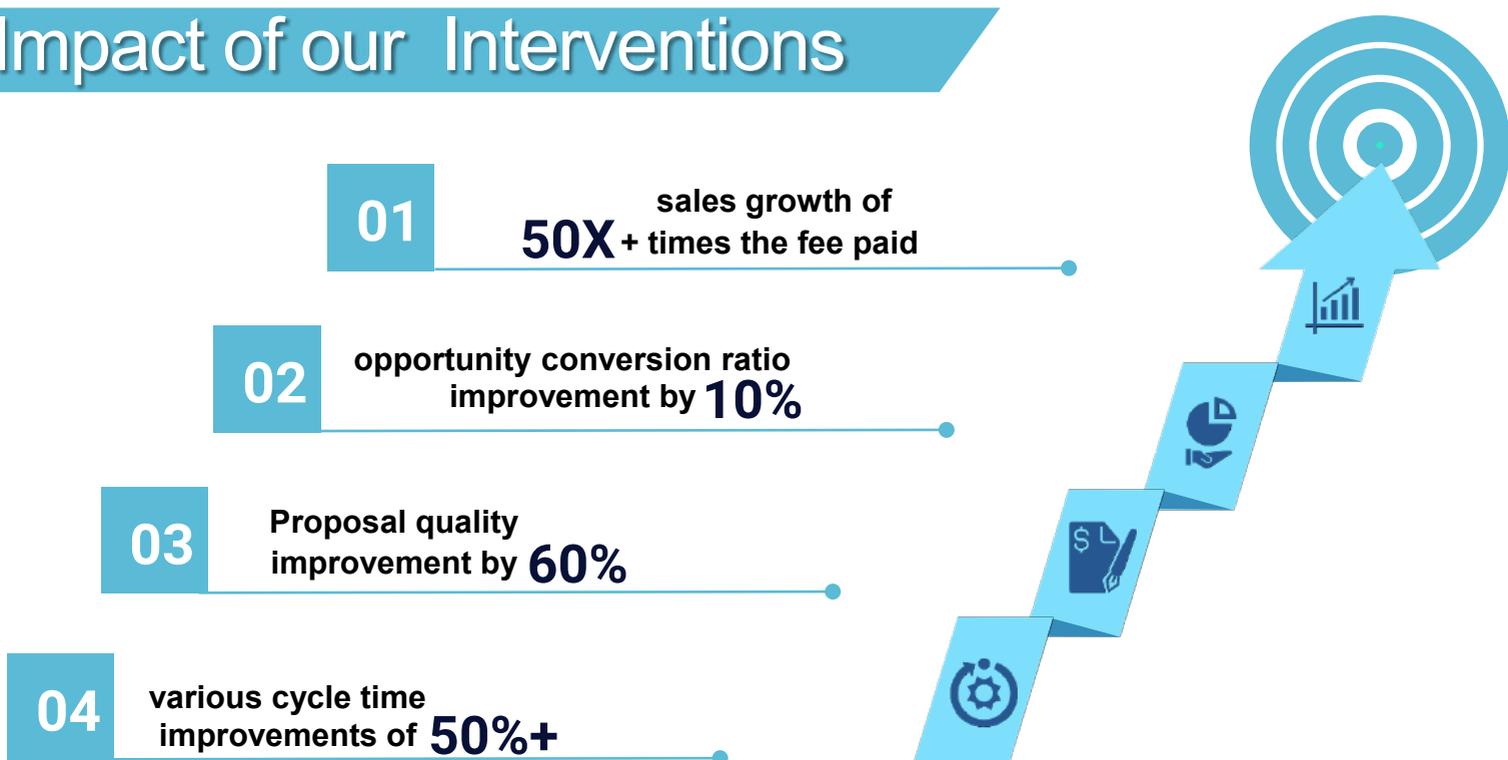
- The Client engaged Avalon Consulting to define and implement initiatives that could help it address these challenges

Avalon Interventions

PILLAR	AVALON'S INTERVENTIONS	RESULTS
Accountability	o Lead to Order process mapped with clear definition of responsibilities between team members, related OLAs and escalation mechanisms o An opportunity qualification framework defined to prioritize and focus on high potential opportunities o A proposal quality framework defined to assess quality of proposal documentation on a regular basis	Team's effort optimized, leading to greater focus on outcomes, better quality proposals and a higher sense of employee satisfaction
Digitization	o Key activities in the Lead to Proposal cycle which took considerable lead time and could be automated were identified o An impact assessment was carried out for the To-Be State o Automation vendors were identified, qualified and onboarded o A Project Management Office was set-up to manage implementation and outcomes	o Better quality output due to elimination of certain human interventions o Cost savings in terms of FTEs o Lower time to proposal leading to better customer experience
Visibility	o Dynamic dashboards were created with different views for team members, mid-management and senior management o A regular review cycle was instituted across levels	Management was able to focus on critical issues to resolve them, and on key metrics that could help boost performance

Throughout the execution of the project, Avalon worked closely with a diverse set of internal and external stakeholders across different hierarchies and hand-held to translate the strategy into implementable solutions; initiatives were honed on an iterative basis till results were visible with significant impact

Impact of our Interventions

01 sales growth of **50X** + times the fee paid

02 opportunity conversion ratio improvement by **10%**

03 Proposal quality improvement by **60%**

04 various cycle time improvements of **50%+**

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