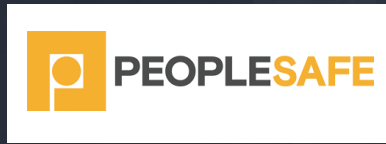


CASE STUDY



Peoplesafe

Driving Sales Transformation to Achieve Growth Goals



BUSINESS CHALLENGE

Peoplesafe, a leading provider of technology-enabled employee safety solutions, aimed to grow their business by 20% year-over-year. This ambitious goal required a significant enhancement in their sales approach and team capabilities.

The existing sales strategies needed a shift towards a more solution and value-led approach to distinguish Peoplesafe from its competitors. Additionally, the company sought to implement a unified standard across its sales team to foster a more structured approach to deal management and stakeholder mapping.

The challenge was multi-faceted. Peoplesafe needed to improve the skills and methodologies of their sales team while ensuring these changes were embedded into the company's culture and operational processes.

They focused on creating a sales force capable of delivering consistent, high-quality results. Aligning efforts with the company's growth objectives and customer expectations was crucial for achieving their ultimate goal.



KEY HIGHLIGHT

The collaboration with Sales Methods resulted in a **25% increase in revenue** within the first year for deals using the new process.

DRIVING BEHAVIOUR



Methodology Integration

Peoplesafe partnered with Sales Methods to integrate Plan2Close (P2C) and Plan2Play (P2P) into their CRM, providing a clear and structured sales methodology.



Comprehensive Onboarding

The onboarding process included tailored training sessions and ongoing coaching, ensuring high adoption rates and effective utilization of the new methodologies.



Cultural Transformation

By embedding these methodologies into their sales DNA, Peoplesafe fostered a disciplined and strategic sales culture focused on continuous improvement and value-driven sales behaviours.

TESTIMONIALS

"Sales Methods software plugged straight into our existing CRM has provided a clear and defined sales methodology for our sales team. Implementation was seamless; the onboarding support helping to create the correct adoption and behaviours was excellent. Our sales culture is now laser-focused on exploring, closing, and growing opportunities for new and existing customers, benefiting all concerned."

Nas Dossa, Chief Executive Officer

"The main purpose of P2C and P2P is not just to introduce a new tool. The sales methodology is the main benefit to you. I can guarantee that if you use the methodology, follow the coaching guide, and are honest with your 4 x 4 plan, you will improve as a salesperson and win more deals. The tool also helps you qualify deals and focus your time and effort on the deals you can really win."

Mark Ryder, Chief Commercial Officer



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BUSINESS RESPONSE

The integration of Sales Methods' tools had a profound impact on Peoplesafe's sales operations. The Plan2Close methodology, in particular, played a critical role in transforming how the sales team approached deal management and stakeholder mapping. This methodology helped sales representatives to qualify deals more effectively, focusing their efforts on opportunities with the highest potential for success.

The structured approach provided by Sales Methods ensured that every stage of the sales process was meticulously planned and executed. Sales representatives were equipped with the tools and knowledge needed to navigate complex sales environments, engage with multiple stakeholders, and deliver tailored solutions that addressed specific customer needs. This not only improved the efficiency of the sales process but also enhanced the quality of customer interactions, leading to stronger relationships and higher customer satisfaction.

Furthermore, the ongoing support and coaching provided by Sales Methods ensured that the new methodologies were fully integrated into Peoplesafe's sales operations. This continuous engagement helped to reinforce the desired behaviours, drive accountability, and maintain a high level of performance across the sales team.



TESTIMONIAL

"Having deployed Sales Methods' tools, we have embedded the process into our sales DNA. On analysis, we have enjoyed a 25% increase in revenue achieved for the deals that we put through the Plan2Close process. This has given us an ROI within the first year of deployment."

Matt Kennedy
Sales Operations Director

THE NET EFFECT

The partnership between Peoplesafe and Sales Methods delivered substantial and far-reaching benefits, transforming the company's sales operations and driving significant growth. The key outcomes of this collaboration included:

Enhanced Sales Culture: The integration of Sales Methods' tools and methodologies fostered a sales culture that prioritized strategic planning, value delivery, and continuous improvement. Sales representatives adopted a more disciplined approach to deal management, focusing on high-potential opportunities and driving consistent results.

Improved Deal Management: The structured methodologies provided by Sales Methods helped sales representatives to qualify and manage deals more effectively. This ensured that sales efforts were concentrated on opportunities with the highest potential for success, leading to improved win rates and higher revenue.

Significant Revenue Growth: Within the first year of deploying the Plan2Close methodology, Peoplesafe achieved a 25% increase in revenue from deals processed through this new approach. This impressive ROI demonstrated the effectiveness of the sales transformation and highlighted the value of adopting a structured, value-driven sales methodology.

Stronger Customer Relationships: The focus on stakeholder mapping and value delivery enhanced the quality of customer interactions, leading to stronger relationships and higher customer satisfaction. Sales representatives were better equipped to understand and address customer needs, delivering tailored solutions that provided significant value.



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