



Trend sharpens global attack on arch rival

Overview

When the market is flat, winning new business inside a competitor's installed base can help you grow your revenues. Trend helped one of the world's largest IT brands focus its global attack on a key competitor through fast, efficient programmes designed to make a big impact in a short space of time.

Challenges

- Grow incremental revenues by \$1 Billion in twelve months
- Attack the competitor's global installed base but needed a focused effort that could deliver maximum value as quickly as possible, making best use of available resource

Solution

To identify the best way to win new business inside the competitor's installed base, Trend worked closely with the client to refine its strategy moving forward.

By better understanding the strengths and weaknesses of the competitor, which industries represented the best opportunities, which partners it needed to recruit, and what the competitor's customers thought of its solutions, our client was able to build a far more detailed picture than anything it previously had.

With a better view of the situation, Trend consolidated and refined all the disparate competitor programmes around the world from eight to three, providing a much stronger focus for local sales and marketing teams.

To accelerate the programme implementation, Trend helped the client to strengthen its route to market, by recommending for recruitment the competitor's most important resellers and ISVs across 16 countries. To make this process as easy as possible, Trend exploited the competitor's weaknesses to provide key entry points into each of these partners with a compelling value proposition.

The final piece of the jigsaw is now being completed through the account profiling of the competitor's top 100 European customers to provide local sales teams with specific intelligence that will help them to win business with these companies.

A European road show of sales workshops in five major countries is now planned for local sales and marketing teams to help them prioritise their focus and maximise their chances of success in each of these accounts.

Results

- 50 of the competitor's most important partners identified for recruitment in 16 countries
- Detailed account profiles on 100 of the competitor's largest customers for the local sales forces to work on to build the pipeline
- Over \$10m added to sales pipeline of which \$1M has been closed so far – a direct result of Trend's account intelligence and recommendation
- 100% increase in sales team productivity
- 100% ROI generated within 3 months