

Clarity Helps Software Leader Advance Its Sales Process

Challenge

An industry leader in business software initiated several projects, including designing and developing new sales processes and sales training programs. The primary goals of the projects were to reduce the length of the sales cycle, align existing best sales practices into a cohesive framework, and improve training for both seasoned and new members of the sales force.

Opportunity

The client needed a consultant to design a standard sales process that incorporated its internal best practices and sales training. Clarity provided a senior consultant with experience in instructional design, complex software sales, implementation projects, and business process analysis.

Results

Working closely with the client's project leader, the consultant designed a sales process that significantly reduced the length of the sales cycle. He also created standardized documentation and support tools that outlined the steps in the sales process and reinforced existing sales training programs with more robust content. The training was rolled out to the existing sales force as well as the new hires.



Clarity enabled the client to:

- Create effective training content that explained how to shorten the software sales cycle.
- Deliver training to both experienced and new sales representatives.

▶ Do you have critical projects to complete, but lack the necessary resources to get the job done? [Contact us.](#)