



BLIND CASE STUDY

A B2B consumer feedback company needed to transform their approach to sales in the marketplace. Sales volume was low & reactionary. Prior to engagement, the team used discounting as the lever to win business. Revenue was being left on the table in terms of the discount itself, low-win rate and year 1 churn. The team needed a more methodical, strategic approach to not only land more of the right ICP, but also expand the business & reduce churn.

BUSINESS CHALLENGES

- Low ASP on Contracts
- 14% New Business Win-Rate
- Low Quota Attainment across AE Team

OBJECTIVES

IMPROVE SALES METRICS

Activity moving deals forward: response rate, calls, multi-thread engagement.

DRIVE SALES GROWTH

Proactive approach using question development, price positioning, and prospect collaboration.

PRESCRIPTIVE ENGAGEMENT WITH ICP

Align to how a prospect sees their problem & buying journey.

RESULT AND BENEFITS

- Qualitative Improvement:
 - Productive sales activity - eliminate behavior slowing deal momentum.
 - Engagement - improve response rate; meet prospects where they are in their journey.
 - Opportunity Alignment: understand needs and vision with questioning technique throughout deal-flow.
- Quantitative Improvement:
 - 78% prospect response rate; Avg 90% quota attainment.
 - Avg 35% close win-rate.
 - 40% increase to contract ASP; reduce lengthy sales cycle.

CONCLUSION

The sales communication strategy transformed the trajectory of sales performance at both the team and individual level. It created a space for better deal development, increased win-rates and improved forecasting accuracy for individual AEs. Within 6 months, high-value deals were being won and laying the foundation for future expansion. Developing the communication muscle became a powerful lever.

📞 843-793-8884

✉️ www.third-language.com

📍 1000 Johnnie Dodds Blvd., Ste 103-331,
Mount Pleasant, SC 29464