

## CASE STUDY:

# Datalliance Chooses CustomerCentric Selling® to Upgrade Sales Training



## CustomerCentric Selling® to play a key role in helping Datalliance double its business and sales force in two years.



### Business Problem

Datalliance has experienced significant growth in the past four years, with consecutive annual sales increases over 35%. With ambitious goals to grow its business and sales force dramatically over the next two years, Datalliance admits that the previous sales training they have had in place with Miller Heiman simply did not meet their needs. Bob Jennings, VP of Sales & Marketing for Datalliance, states, "Our old methodology with Miller Heiman, while beneficial, failed to provide us the tactical how-to instruction and reinforcement that we needed to arm our sales team for success."

Since Datalliance's training has been generally informal in the past, they have also had challenges developing its own single methodology that the entire sales force can easily adopt and apply to its sales process. Most of their sales people have brought with them their own individual processes and learned skills from past employers, which has made Datalliance's sales process clouded and undefined.

### The CustomerCentric Selling® Solution

Datalliance attended a CustomerCentric Selling® (CCS) workshop led by Gary Walker, CCS co-founder, and has already seen positive results. In applying one of the sales tactics taught in the workshop, **Datalliance was able to close a large opportunity that had stalled.** In applying another lesson learned from the CustomerCentric Selling® workshop, **Datalliance successfully re-engaged in the sales process with a large opportunity that they had before considered lost.**

CustomerCentric Selling® is also helping address Datalliance's challenge of identifying their single sales process. Through understanding their business and working closely with sales management, CustomerCentric Selling® helped Datalliance align

its sales organization to not only instruct the sales force in a **single and repeatable sales process**, but also provide them the **tactical skills and tools to support the process.**

CustomerCentric Selling® co-founder, Gary Walker, states, "Datalliance has realized what many of our clients have come to realize. For a company to truly be successful, the sales methodology must be properly supported beyond the classroom training with tactical toolsets that the sales teams can easily adopt and apply."



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**—Bob Jennings, VP of Sales & Marketing for Datalliance**

## Customer Closeup

Datalliance has specialized in helping companies implement and operate successful Vendor Managed Inventory (VMI) programs since 1991. They were a pioneer in offering VMI as an Internet-based 'On Demand' service using the 'Software as a Service' (SaaS) approach, and have more experience in this field than just about anyone in the world. Today, they offer an expanding range of collaborative sales and inventory optimization services based on their proven data acquisition, verification and normalization infrastructure.

As a leading VMI service provider, Datalliance is managing thousands of supplier, distributor, retailer and end customer locations with millions of SKUs and billions of dollars in sales orders. They serve leading companies in a wide range of industries, as well as diverse markets, products and geographic locations.

Datalliance customers consider them a critical partner in the deployment and operation of their VMI programs. As a VMI partner, they have the knowledge, experience and resources to:

- Substantially reduce the startup time and on-going effort to provide VMI to their clients' customers
- Keep their clients' VMI programs continuously moving forward with industry trends, customer expectations and technology changes
- Provide a lower, more predictable total cost for their VMI program

Datalliance has several industry-leading clients using their VMI programs, including Rockwell, Philips, Goodyear Engineered Products, Siemens, and Nissan Diesel.

More information on Datalliance can be found at [www.datalliance.com](http://www.datalliance.com)

For any questions about this client, please contact Gary Walker at [gwalker@customercentric.com](mailto:gwalker@customercentric.com) or +1.800.993.1228, x702.

## Benefits to Datalliance:

- Close large opportunities that tend to stall or lag on without decision
- Restart opportunities that were before considered lost having used an invalid methodology or none at all
- Sales force can adhere to a single sales process that has supporting tools and resources to back it

## About CustomerCentric Selling®

CustomerCentric Selling® (CCS) is a proven methodology for predictably improving revenue growth and sales performance. Founded in 2002, CCS helps clients worldwide to implement repeatable, auditable and scalable sales processes that, when combined with Sales Ready Messaging®, guides marketing and sales to have meaningful conversations with customers and prospects. This results in winning high-value deals, retaining and growing client relationships and improving the predictability and accuracy of sales forecasts.

Clients such as Microsoft, Hewlett Packard, Business Objects, Rockwell Automation, EMC and Raytheon have deployed CCS worldwide. For more information, visit [www.customercentric.com](http://www.customercentric.com), or call Jill Clark at +1.800.993.1228, ext. 706.

