

Sales acceleration at a Tier 1 IT Services company (B2B)

Client context	Approach	Impact
<ul style="list-style-type: none">Client is a Tier 1 IT services provider with revenues of >USD 6 bnMcKinsey engaged across 10 focus accounts for sales acceleration of which 8 were net new (NN)Task made extra challenging due to<ul style="list-style-type: none">Client's core service line kept out of scope of the programFragmented sales management with limited co-ordination between horizontal and vertical teams	<p>Followed a 4 pronged approach to accelerate sales at the client:</p> <ol style="list-style-type: none">Established proactive opportunity creation engine: 50+ proactive opportunities worth 3x of target identified;Supported large deal to increase win ratesRedefined FS service catalog with compelling propositions e.g., Cloud migration, Digital, App. modernizationSet-up a sales acceleration war-room: Account and pipeline sales review cadence established; <p>M&S Expertise Used:</p> 	<ul style="list-style-type: none">Deal pipeline increased by 200%4 NN accounts 'cracked'; on path of becoming medium sized accountsRe-defined strategy for three major service offerings from the catalogue; Developed/ refined playbooks for five othersInstitutionalised structured weekly sales review cadence
<div>Client name: X Team set-up: X Fees Structure: X</div>	<div>What was unique: X</div>	