Approach

- Flat revenue and margin growth in its largest business group
- 5 data scientists working for 2 years to develop complex churn and pricing models with limited sales uptake of tools and process

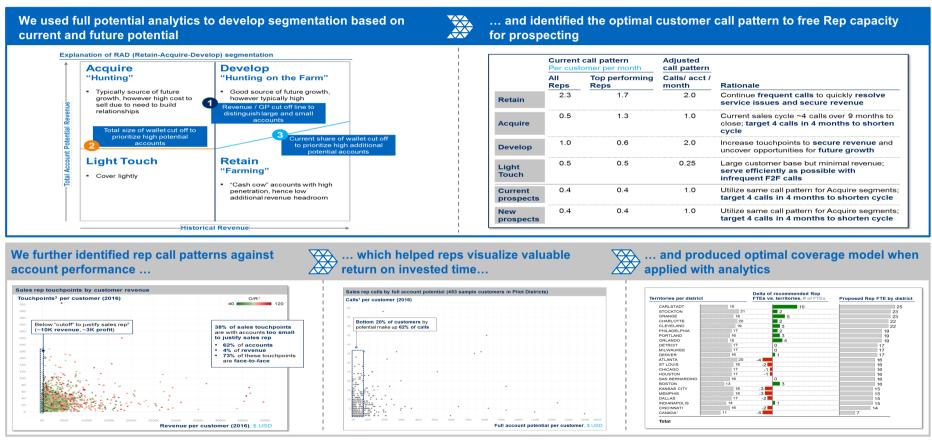
- Rapid diagnostic of sales and pricing opportunities
- Advanced analytics (e.g., machine learning, random forest) on lead generation, upsell, and pricing opportunities
- McKinsey implementation to build capabilities and drive a pilot program
- Digital McKinsey to build tableau and embed performance management in CRM
- Multi-stage roll-out with a pilot proof point that rapidly scales



 Rolled out nation wide with 400+ sales roles trained in <6 months</li>

Client name: X Team set-up: X Fees Structure: X What was unique: X

## Used the analytics to identify better customer leads (and the customer's revenue potential) and design sales routines and coverage model to increase focus on new business



## Pilot within 8 weeks with digital visualizations and McKinsey implementation support to prove analytics drive value – transitioned to client and scaled to 400+ sellers

 Generated a set of actionable insights for each Opportunity Summary for SUNLORD LEISURE PRODUCTS INC for Robin Helms priority customer based on the analytics (e.g., **Translated** specific price levers driving the opportunity, peer the analytics customers who also converted) Total discoun insights for Worked with front line managers to ensure datathe front line driven, action-orientated coaching would occur with every Rep Build **Operate Transfer** Led the design phase of Transferred the Conducted ongoing **Built frontline** the capability building coaching to the front line training with front line sales modules and initial kickleaders observing and managers and provided capabilities support as needed off training assisting using our Build, Operate. **Roles Transfer** model Client Trainee Supported leader Independent leader **McKinsey** Leader Coach Client