



# CASE STUDY

The Top Line Sales Engine™ | 20M Case

*Top Line Sales helped us develop and close many large accounts over the years. This huge 'Win' represented significant top line revenue as well as bottom line impact. Top Line Sales provided structure, tools, tips, and training to help key managers implement a consistent focus on this strategic opportunity.*

**Grant,**

**Regional Sales VP,**

**Information**

**Management Industry**

## Anatomy of a 20M Deal

A tenured account executive (AE) uncovered a large opportunity that wasn't an ideal fit for our products and services. The opportunity team described it as a 'Long shot'. Once the sales leadership team decided to move forward, resources were identified, and a strategic account plan was developed to navigate the painfully long and complex sales process.

## Critical Issues

- Identifying a partner to shore up the gaps in services that would be required.
- Developing and executing a long-term strategic opportunity plan with a large and diverse selling team spanning more than a year.
- Engaging key prospect executives throughout the process.
- Preparing for every prospect meeting, an RFI, onsite evaluation, RFP, and several presentations.

## Solution

Top Line Sales worked side by side with the opportunity team using all the tools in their toolkit. Once the team scored the opportunity and decided to move forward, Win Room strategy meetings allowed the selling team to chart their strategy, develop Win Themes™, engage key executives and continuously block the competitors. Top Line Sales guided the opportunity team, including partners throughout the 14-month process which resulted in a relentless focus and commitment to win.

## The Result

The contract was valued at more than 20m, one of the largest in the company that year. The talented sales team and partners would be the first to say that Top Line Sales was an instrumental partner in winning the business.