



# CASE STUDY

The Top Line Sales Engine™ | 2M Case

*We trusted the process delineated by Top Line Sales and it led to a massive new account win.*

*They were with us from first client contact to contract close – a ten-month sales cycle.*

*Top Line Sales has a can-do approach and kept our team focused on our goals.*

*Their system included all the tools from scoring our prospects to presentation prep to win room work.*

*Top Line Sales is an invaluable partner to us, especially for our largest opportunities.*

***Brad, Sales Leader***

***Insurance Industry***

## Anatomy of a 2M Deal

We retained Top Line Sales to work side by side with the business development team to identify, develop and close extremely large sales opportunities. (New customers) We applied their system to help us accomplish our goals.

## Our Biggest Challenge

We identified an extremely large new prospect; however, it came with a significant challenge – the key contact wouldn't return our calls or email communications. The team knew the prospect was a good fit for our services, but we simply couldn't get an audience.

## Our Sales Approach

The account-based sales team worked diligently over a ten-month period to overcome the initial challenge and develop the opportunity. Specifically, we:

- Started the long and continuous process of account strategy work designed to increase close ratios. The strategy work included gathering insights, engaging the core team, SWOT breakdown, customer relationship mapping, Win Theme™ development and presentation prep.
- Prepared for every prospect meeting with in-depth pre-call prep; taking advantage of every prospect touch point.
- Used Win Themes™ as the basis for several key presentations to maximize the prospect's receptivity and interest.

## The Result

The selling team rang the bell with a 2M contract win and a new customer!