



CASE STUDY

The Top Line Sales Engine™ | 40M Case

We were extremely happy with the results in working with Top Line Sales. The process led to a massive new account win.

Working with Top Line Sales was very positive and helpful. They have a no-nonsense approach, get straight to work, focus on goals, and did a great job of navigating our company culture.

Kellan,

Business Development,

**Industrial Services
Industry**

Anatomy of a 40M 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 and new projects with existing 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 significant challenges – there were prospect perception issues to overcome, a competitor who was in the front runner position and a past project with a similar customer which had some bumps along the way.

Our Sales Approach

Our team worked diligently over an eight-month period to overcome the initial challenges and develop the opportunity. Specifically, we:

- Started the long and continuous process of account strategy work designed to put us in a lead position. The strategy work included prospect research, engaging the entire senior leadership team, relationship mapping, Win Theme™ development (especially for the RFP) and in-depth presentation prep.
- Conducted deep competitive analysis and used blocking strategies to edge out our biggest competitor.
- Prepared for every prospect meeting with in-depth pre-call prep; taking advantage of every prospect interaction.
- Capitalized on a small job (pilot) through focused sales interactions to demonstrate the high quality of our services.

The Result

The company rang the bell with a 40M contract win and gained a new customer!