



CASE STUDY

The Top Line Sales Engine™ | Key Client Expansion

Top Line Sales assisted us in the strategy preparation for our bid response for our largest customer. Not only did we win the business but received very positive feedback from our customer on the quality of our response. The retention of this customer was worth more than 20X our investment in their services.

Brad,

Chief Sales & Marketing Officer,

Healthcare Industry

Situation

It's always frightening when your largest customer must go out to bid for the services you're providing. Your competitors are fierce, unpredictable, and they want your business. You become the target. This is the situation that one of our clients was facing.

Critical Issues

The account team and resources needed to be rallied for the immense effort of preparing for the RFP. The process required regular and intense strategy meetings and implementation of plans over the course of a year.

The Sales Approach

Top Line Sales provided expert guidance and facilitation of a very large account team throughout the process. Key activities accomplished during regular Win Room strategy sessions included:

- Establishing the 'Current state' using the Pre-bid Success Calculator to identify gaps that we needed to address.
- In depth opportunity analysis revealing the highest impact areas for our focus.
- Development of the account strategy and key goals which kept the selling team aligned and moving forward.
- Designing and deploying Win Themes™ during all executive interactions.
- Constant competitive monitoring and blocking.
- Extensive prep for presentations, executive interactions and important meetings.
- RFP support and guidance.

The Result

The key account team retained their largest customer and enjoyed a sizeable expansion of services as well.