

	<p>Case Study</p> <p>Ricoh USA, a global information technology company, retained Top Line Sales to evaluate an identified opportunity. They implemented The TOP Line Account Way™ services (methodology, tools and training) with the account team to develop and close the contract.</p>
<p><i>“Top Line Sales has helped us develop and close many large accounts over the years. A recent ‘win’ represented both 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 strategic account development.”</i></p> <p><i>Grant Lawson, VP of Sales Ricoh USA</i></p>	<p>Situation</p> <p>A tenured account executive uncovered a large opportunity that wasn’t an ideal fit for their products and services, (the selling team described it as a ‘long shot’). Once the sales leadership decided to move forward, resources were identified and a strategic account plan was developed to navigate the painfully long and complex sales process.</p> <p>Critical Issues</p> <p>Increase the likelihood of winning by focusing the account team and partners on development and execution of the strategic account game plan. Maintain focus and accountability of the selling team over a 14+ month sales process. Engage and cultivate key customer executives throughout the sales process.</p> <p>Solution</p> <p>Top Line Sales (TLS) helped the team quantify the opportunity by using the TOP Line Account™ Selector. TLS directed the selling team in the development of their strategy. The strategy included: a pre-strategy SWOT, customer relationship plan, executive cultivation map and Win Themes™. The opportunity was multifaceted, requiring regular and intense account strategy meetings and close coordination of all account resources, including partners. The situation was also enormously competitive, measures and counter measures were continually in play. Team members came in and out, but the focus and commitment to win remained constant.</p> <p>Results</p> <p>The contract was valued at more than 20m, one of the largest in the company that year. The talented sales account team and partners would be the first to say that Top Line Sales was an instrumental partner in winning the business after an arduous sales process including a RFI, onsite study, RFP and many major presentations.</p>