

	<h3>Anatomy of a \$40 Million Deal</h3> <p>Vigor retained Top Line Sales to work side by side with the ship repair business development team to identify, develop and close extremely large sales opportunities. (New customers and new projects with existing customers.) We applied the TOP Line Account Way™ to help Vigor accomplish their goals.</p>
<p><i>“We are extremely happy with the results to date in working with Top Line Sales. We recently had our first massive new account win. Building our sales playbook and sales process is increasing our sales effectiveness which has resulted in numerous new contract wins to date.</i></p> <p><i>Working with Top Line Sales has been very positive and helpful. They have a no nonsense approach, get straight to work, focus on goals and goal alignment and have done a great job of navigating our company culture.”</i></p> <p>Kellan Lancaster, Business Development</p>	<h3>Prospect Challenges</h3> <p>An extremely large sales opportunity with a new prospect was identified in the fall of 2017. 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.</p> <h3>Strategic Sales Approach</h3> <p>Over the course of eight months, the sales team worked diligently to overcome the challenges. Specifically, we:</p> <ul style="list-style-type: none"> • Started the long and continuous process of account strategy work designed to increase close ratios. The Strategy Brief included gathering insights, identifying and engaging the team and resources, SWOT breakdown, customer relationship planning, strategy mapping and more. • Conducted competitive research to include the analysis and development of a competitive block strategy enabling the team to overcome the lead competitor. • Capitalized on a small job (pilot) through focused sales interactions to demonstrate the high quality of Vigor services. • Post project retrospective to reinforce positive messages. • Prepared for every prospect meeting with in-depth pre-call planning; taking advantage of every prospect touch point. • Used Win Themes™ as the basis for two presentations and the executive summary (RFP), maximizing prospect receptivity. <h3>The Result</h3> <p>The Vigor account team rang the bell with a 40M contract win!</p> <h3>About Vigor</h3> <p>Vigor is the leading provider of shipbuilding, ship repair and complex fabrication in the Pacific Northwest and Alaska.</p>