

# 261% INCREASE IN AVERAGE DEAL SIZE

## *Intercom Leaders Tell the Story*

### MEET THE LEADERS AT INTERCOM



**RICH WING**

Global Director of Sales and Support Enablement



**JUDSON GRIFFIN**

Head of North America & APAC Sales



**JALAL IFTIKHAR**

Global Director of Business Systems

### THE STORY BEHIND INTERCOM'S RAPID GROWTH

#### THE BUSINESS CHALLENGES

"We were maturing and building our product to go upmarket. We needed a way for our entire sales team to lead value-based sales conversations, sell to larger organizations and ultimately, to drive our average deal size up."

- Judson Griffin

"As we made shifts internally, we could see clear challenges that our enterprise reps were facing. We were asking sellers to up-sell, cross-sell, capture higher-value opportunities, but we didn't have a unified framework."

- Rich Wing

#### THE SOLUTIONS

"We were asking ourselves, 'how do you package and bring the message together in a way that's consumable?' We needed something to point to and say - this is what a high-level conversation sounds like; this is what a good discovery conversation looks like. And that's what we did with the Command of the Message® framework."

- Rich Wing

"We also needed a way to help our sales teams evaluate and qualify deals consistently and build solid pipeline. Those two major components came together when we leveraged both Command of the Message and MEDDPICC together."

- Rich Wing

## THE SALES TEAM IMPACT

“One of the clearest advantages to MEDDPICC is being able to give leadership some truth in your pipeline. Much of its value is telling you and your reps what’s real versus what’s not.”

- Rich Wing

“Implementing MEDDPICC has helped us provide our managers with an answer for how to manage deal inspections and what’s required to put our best foot forward in every single deal.”

- Judson Griffin

“MEDDPICC and Command of the Message combined has enabled our salespeople to be voracious qualifiers, significantly increasing win rates and average revenue per account.”

- Rich Wing

## MEASURABLE RESULTS

“A year after we implemented Force Management’s Command of the Message and MEDDPICC, we’ve seen tremendous growth to our average deal sizes. **Our average revenue per account has increased almost 4x, or 261%.**”

- Judson Griffin

## CHANGING BEHAVIORS THROUGH REINFORCEMENT

“The most effective way to change human behavior is not just by systems or tools, but by making sure you hold the individuals, the managers, the senior leaders, and overall sales leadership responsible for supporting it.”

- Jalal Iftikhar

“Command of the Message doesn’t end when the initial engagement is over. It’s a journey. Adoption and reinforcement starts with the process first and then a change in human behavior, which is potentially the most important element of this engagement.”

- Jalal Iftikhar

“We have regular reinforcement calls to cover product information updates and how Command of the Message applies. We might be looking at defensible differentiators or another key element of the framework. We focus on continuous reinforcement of the content and how to run an efficient process.”

- Rich Wing

## TIME TO PRODUCTIVITY FOR NEW HIRES

“When salespeople join Intercom, the MEDDPICC framework helps them get familiar with what they’re looking for faster. Right away they have a simple framework for how to generate pipeline and how to qualify that pipeline.”

- *Jalal Iftikhar*

“With all the tools that the Command of the Message frameworks provide, the entire sales force is able to capture necessary qualification information to leverage MEDDPICC more effectively.”

- *Jalal Iftikhar*

## BUILDING ON SUCCESS

“Above and beyond the reinforcement efforts and plan, we started to think about how to overlap our systems with the new process to continue to ensure that we’re tracking it appropriately, and incorporating that ongoing reinforcement. We integrated MEDDPICC fields and Command of the Message fields within each opportunity in Salesforce.”

- *Judson Griffin*

“Now that everyone has that common language, we’ll start working with those individual groups to deepen how it applies for them. We’re focusing on our existing business side of the house and how we up-level our QBR and account planning process.”

- *Judson Griffin*

“The framework can be transformative if you apply it correctly and use it with a solid sales muscle supported by a strong enablement team. Show me something that works more effectively.”

- *Rich Wing*

## LEADING THE INITIATIVE

Intercom’s leaders understand that scaling sales growth isn’t a one-and-done effort. Leaders who fully commit to changing seller behaviors and supporting long-term adoption in their sales organization can reap great rewards. Learn more about how you can replicate Intercom’s success for your sales organization.

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