

LAUNCHING A SALES INITIATIVE

HOW TO CHOOSE THE RIGHT PARTNER

What Good Looks Like in a Partnership

There is no shortage of sales training organizations and sales consulting firms. All of them have different benefits, proof points, and strategic solutions. In the sea of apparent sameness, it can be difficult to find the right one for your organization, a partner who understands where you are right now and what will best equip your company moving forward.



What are your desired outcomes?

Make sure the investment in a partner is also aligned to the return you need. Otherwise, it will be a waste of money, time and precious resources.

You need results. Find experts who can help you get them. This guide provides some critical factors you should look for when picking a partner for your sales initiative.

YOU NEED RESULTS

Choose a partner that's focused on your sales goals and how they align with critical company objectives.



Find a Partner Who:

PROVIDES CUSTOMIZED SOLUTIONS:

The content, processes and tools developed as part of the initiative need to be customized to your organization, your unique solutions and to your buyers. A cookie-cutter approach won't give you lasting results.

HIRES EXPERIENCED FACILITATORS:

To be effective at training your salespeople, facilitators have to understand your industry and what's needed to be successful in a sales role. Make sure the training organization has experienced facilitators who know sales and more importantly, how to teach it.

FOCUSES ON LONG-TERM ADOPTION:

The right partner understands that achieving sales transformation is a journey, not an event. They build reinforcement into the entire engagement, ensuring you are not left with a one-time training, but rather a comprehensive program that provides the tools and delivery necessary to enable an entire sales team for the long term.

BUILDS CROSS-FUNCTIONAL ALIGNMENT:

Cross-functional alignment is often a linchpin to building a customer engagement process that increases deal sizes and reduces churn. Generating this alignment is difficult on your own. Find a partner who prioritizes executive buy-in from all customer-facing departments and helps develop an initiative that the entire company can get behind.

IS COMMITTED TO CUSTOMER SUCCESS:

The right partner understands that their business reputation depends on your success, and they have a passion for making their customers successful. Outside experts need to show measurable results from other customers and how they can replicate those results for you.

PROVIDES PRACTICAL APPLICATIONS:

Your training events need more than just preaching theoretical concepts. The right partner will provide tools, content and processes that are practical and immediately usable by reps and managers.

MAKES GOOD USE OF PREVIOUS INVESTMENTS:

Keep what's working. Change what isn't. Your partner should be able to draft new content and tools into processes that are already working. We call it "draft in" as opposed to "rip and replace". A draft-in approach helps make sure you're making good use of previous investments.



A Great Partner in Action

Leaders who have successfully transformed their sales organizations share how Force Management helped them achieve critical outcomes.

“The combination of pragmatism and customization made this one of the best trainings I’ve been a part of. I find Force Management is very specific and very prescriptive, which makes it easily scalable. They’re not just coming in and telling your reps what to do, they come in and build tools that your team can use as an ongoing process.”

- **Jaimie Buss**, *VP of Sales for North America at Zendesk*

[See how Zendesk’s sales team drove immediate results from a strategic sales initiative.](#)

“There are thousands of sales methodologies out there. The main reason I went with Force Management and Command of the Message[®] is because Force treats it like a process, not an event. We had this initial intense training at our SKO, where we were fully immersed in the customized programs, but that wasn’t the end of the journey. It was the beginning of the journey. Over twelve months, it’s been a process that has helped us establish new habits in how we think about our engagement with our customers, both before and after the sale. That to me is the biggest difference in this engagement and what makes Force stand out.”

- **Keegan Riley**, *Chief Revenue Officer at Sysdig*

[See how Sysdig’s sales team doubled conversion rates and improved time-to-productivity.](#)

“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**, *Global Director of Business Systems at Intercom*

[See how Intercom’s sales team increased average deal size by 261%.](#)

“Force Management helped us in making our CEO and every member of our senior leadership team a part of our journey, we invested in a critical cultural shift. It was a key ingredient to embracing the challenges we would undoubtedly encounter, as most organizations do whenever they bring in something new.”

- **Joe Marcin**, *Former SVP of Global Sales at ClickSoftware*

[See how ClickSoftware drove nearly 100% forecast accuracy, quarter after quarter.](#)

“The engagement really had a material impact on our business, not only at a company level, but also at a board level. One of the things I love most about working with Force is that it pulls the whole organization together around a consistent message and process for selling and delivering to the customers. It’s pulling the company together strategically and that makes their offerings super impactful.”

- **Brian Zeman**, COO at NS1 and 3x Force Management Customer
[See how NS1’s sales team drove a 60% increase in company growth.](#)

“This sort of cross functional alignment doesn’t really exist in a lot of the other methodologies. The whole company at Plex here has rallied behind that Command of the Message mantra. All of our marketing, our product, and how we interface with the customer, you’ll see even the website has changed to a value-driven vs. feature driven approach.”

- **Fred Hehl**, Chief Sales Officer at Plex Systems
[See how Plex’s sales team successfully increased pipeline and improved organizational alignment.](#)

“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**, Global Director of Sales Enablement at Intercom
[See how leaders at Intercom tell the story behind the company’s rapid growth.](#)



CHOOSE THE RIGHT PARTNER

Enable revenue growth across your sales organization.

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