

Tungston Sales Training and Consultative Selling Transformation

Situation

The BMG product marketing team secured a partnership with Tungston Automation Software (formerly Kofax). The Enterprise sales team, consisting of approximately 18 salespeople, was tasked with incorporating software solutions into what traditionally had been a hardware-only transactional environment. With the addition of Tungston, they now needed to integrate software selling into their sales model. I recognized this as an opportunity to accelerate the shift from the old transactional model to a more consultative one. Also, during this period, the Covid-19 pandemic emerged, suspending all travel and generally throwing all sales activity into chaos. This was an ideal opportunity to address two key objectives:

1. Train the sales team on how to incorporate Tungston software into their portfolio.
2. Advance the transition from a transactional sales approach to a more consultative model.

Action

I led a strategic initiative in partnership with Tungston sales leaders to devise a plan to address the two goals outlined earlier. My plan involved hosting a series of webinars and workshops that gradually shifted from a lecture-based format to a more interactive, hands-on format. We leveraged access to Tungston's Partner Portal to enhance sales training, equipping the team with targeted resources for consultative sales. Resources included items such as case studies, video presentations, e-Learning, and talk tracks.

Results

While the partnership with Tungsten did not result in a significant increase in sales, it did accelerate the transformation from transactional to consultative sales, fostering stronger client and team relationships. This shift is evident through increased engagement between the sales team and the Special Solutions Team (SST), with engagements occurring earlier in the sales cycle than previously. SST's focus is to understand customer and project needs and offers a unique tailored technical solution. Sales opportunities with SST involvement are more likely to result in successful deals. Additionally, the earlier they are brought into the conversation, the greater their impact on the deal.

Benefits

Although the partnership with Tungsten did not lead to a measurable increase in sales, it positively influenced Brother's reputation and market value. Relationships that had previously been difficult to establish or leverage became more accessible, resulting in an increase in new opportunities.