

**CLIENT
VALUE
STUDY**

Supercharging Revenue Performance for SOURCE

SOURCE

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Randy Trice –
President

Behind the scenes of some of the nation's most advanced communications networks is an intricate equipment infrastructure developed by a multitude of hardware vendors to help businesses stay connected with their constituents via wireless, landline or the Internet.

Though most leading communications hardware providers develop solutions using just one proprietary brand of equipment, SOURCE, Inc. is the only national provider of multi-vendor voice/data implementation and support solutions that helps customers achieve a sustainable competitive advantage. SOURCE blends systems from top telecommunications equipment manufacturers – such as Avaya, Cisco, Nortel and Plantronics, among others – to create superior communications solutions in IP telephony, mobility, security, unified messaging and voice over internet protocol (VoIP).

Situation

Founded in 1971, SOURCE operated for years as a hardware and parts refurbishments company with a keen focus on selling parts and taking equipment orders. Several decades later, revolutionary technology advancements in the communications industry led SOURCE to transition from a transactional sales methodology to offering comprehensive systems and applications through managed service solutions.

In 2007, the SOURCE management team brought on Randy Trice to serve as the company's president, and tasked him with providing leadership and strategic direction to all SOURCE divisions, including sales and marketing. Trice's veteran experience and insight helped him realize an immediate need to revive sluggish revenues by mobilizing a sales and marketing team ensconced in selling an obsolete business model.

"My first evaluation upon joining SOURCE was that we first needed outside expertise to recalibrate the multitude of 'table-stake' messages we were using and, second, train our field team on how to intensify the pain related to customers' problems," said Trice. "We lacked a clear and compelling value proposition, which hurt sales and impeded our ability to engage clientele, much less offer our services as a solution to their communications issues."

SOURCE needed to supercharge its sales methodology and empower sales professionals rapidly, and they turned to Motum for help.

Why Motum

SOURCE executives were convinced that the company suffered from a lack of competitive messaging, which made the company's market positioning unclear to customers and prospects alike. This uncertainty caused a domino effect in the sales and marketing team that led to inefficient usage of time and improper measurement of sales results.

Motum offered direct access to a cross-functional team of seasoned sales and marketing professionals who could research and define key market differentiators on behalf of SOURCE. Through a series of interviews of SOURCE's clients, recent losses and the sales team, Motum identified crucial issues and recommended tailored solutions to reverse the underlying reasons for waning sales.

"I wanted to work with a firm that understood our business and make objective evaluations on the effectiveness of our sales team. Motum provided that precisely," said Trice.

SOURCE engaged Motum to conduct training with more than sixty sales representatives that served to transform their ability to engage clients within days. "Motum showed us that they were willing to go the extra mile to make it come together," said Trice.

BEFORE MOTUM	MOTUM SERVICES	WITH MOTUM
“Me-too” messaging and unclear market positioning confuses customers, suppressing growth efforts and frustrating the sales team	Motum Power Play™ Roundtable	Cross-functional team responsible for differentiated messaging and positioning validated in real-time by C-level buyers
Transaction-centric sales approach inhibits selling of higher-value, differentiated solutions to C-level buyers	Motum WIN™ Methodology and Training	Sales team equipped with disciplined process and accountability for selling value-based solutions increases pricing and win-rates
Multiple, disparate presentations and sales assets combined with ineffective selling strategies to neutralize market differentiation	Motum Power Play™ Book and Sales Kit Development	Empowered sales professional use a play book that includes differentiated messaging that pinpoints and magnifies customer pains

Revenue Performance Results

From day one, Motum identified multiple tactical and strategic challenges that needed to be resolved. For example, SOURCE’s sales team did not have a clear understanding of their market positioning because they were accustomed to selling in an environment where they had a dominant hold.

Faced with mounting competition from telecommunications giants that were also valued partners, Motum determined that SOURCE’s primary differentiator revealed itself in environments where clients have more than one platform. For example, businesses that inherited multiple systems through merger or acquisition were a prime target because SOURCE is the only provider that can service combined networks on a national level.

Through its proprietary Power Play™ Roundtable, Motum translated this discovery into a competitive positioning platform that gave SOURCE an unfair competitive position™. To ensure the positioning was aligned precisely with the buyers’ pains, Motum tapped into its vast network of C-level resources to bring in top executives who had a critical role in the workshop. In doing so, SOURCE received real-time validation and interaction from an executive buyer.

As a vital deliverable of the roundtable, Motum and SOURCE worked in tandem to create a Power Play Book to serve as a scalable messaging framework for SOURCE’s entire sales and marketing organization. The Power Play Book is a master document with crisp, concise and compelling messaging that helps the sales force remain

consistent and helps them stay on message through sales pursuits. Through a knowledge transfer from Motum,

SOURCE is adapting messages developed in the workshop for use in the company’s sales kit, marketing collateral and marketing campaigns.

SOURCE also was challenged with developing a training curriculum and migrating the sales team from a transactional sales environment to one in which they sell solutions. Motum’s WIN™ Training enabled SOURCE to bridge the chasm in just days through a combination of leading practices and role-plays.

“During Motum’s training, it was evident that our sales force spent an inordinate amount of time thinking about what they were going to say next instead of giving the client a chance to verbalize their problems,” said Trice. “Motum steered us to ask the right questions and let the client magnify their pains.”

During lively training sessions reinforced with role-plays, Motum helped SOURCE refine their techniques for selling to C-level executives and crystallize the difference between selling parts and selling solutions to business problems.

“Motum’s strategy to interact with live executives and the role-based training has given our sales force a renewed confidence because they understand what it means to ask clients to discuss real issues. It was perceived less like selling and more like problem solving,” said Trice.

Trice continues to conduct regular role-play and case study sessions with his sales force, with Motum’s active participation, to encourage the sales force to become accustomed to working closely with C-level executives.

“Motum has produced a miraculous difference in our sales strategy. Our productivity has improved and our pipeline of opportunities from customers and prospects is rising rapidly.”

Randy Trice – President

Motum is the premier revenue performance firm, helping clients develop and implement a go-to-market platform that sets the stage to grow revenue at a lower cost. Implemented by market leaders such as Microsoft, SAP, Del Monte Foods, OKI Data, The SAS Institute, CenturyLink, Ancillary Care Services, SOURCE, First Angel Capital, XETA Technologies, Pegasus Logistics, Miller Nash and The Vintage Racing League, only Motum immediately integrates into your operations, objectively pursues opportunities for improvement and leads the achievement of sustainable revenue growth.

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