

Organize Cross-Functional Managers to close a \$200M Deal

Our client needed help coordinating finance, legal, and marketing departments, product sales specialists, engineers, architects, and advanced services personnel. We were brought in to triage and keep everyone accountable to close a \$200M deal.

CLIENT CHALLENGE

Our client, facing the final stages of a \$200 million ELA deal, needed extensive coordination across departments and teams. The project's scale demanded precise organization, project management, and follow-up. To manage the workload and meet quotas faster, our client sought external support to:

- Coordinate stakeholders necessary to the sale completion
- Align the various departments and people involved towards a common goal
- Track and follow up on action items to ensure they were completed on time
- Document the process



HOW WE SOLVED IT

We provided an organized, proactive communication strategy that brought together everyone related to the project.

- We held weekly calls with the client's account team and other departments to ensure everyone was aligned. These calls dealt with outstanding and new action items and the status of the various parts of the project.
- We sent out action item reminders to all those who had outstanding items. Later in the week, we sent a status check to the project team to show what had been completed that week and what was still outstanding.
- We followed up directly with any stakeholders holding up the process until they delivered what the deal needed.
- We built dashboards to enable the team to visualize the project status at a glance.

BUSINESS IMPACT

There were immediate improvements in all aspects of the sales process, including a 30% faster-selling result.



Time saved: Internal team alignment was accelerated, resulting in the sale closing four months earlier than forecasted.



Immediate accountability improvements: One person mentioned that people who'd missed the first meeting began showing up at future ones because they were being held accountable.



Impact on sales time and stress: Our client said his work was easier than it would have been because he didn't have to add monitoring action items to what was already a busy schedule.



Accountability: Tracking the action items kept everyone accountable and the timeline under control.



Alignment: Bringing together scattered and disparate teams was key to the project's success.