

Case Study

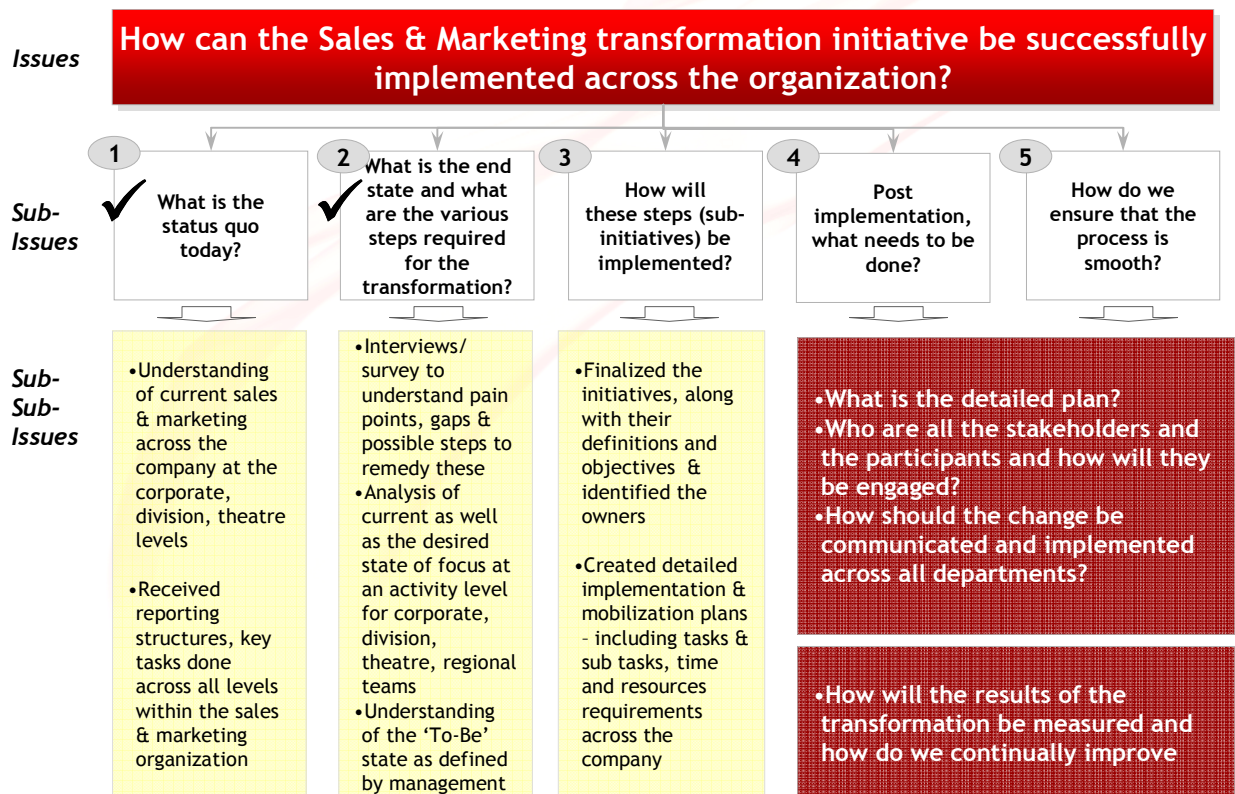
Transforming Sales & Marketing function of a Technology Company

• Situation & Challenges

Client is a global player in physical infrastructure products & solutions. The Sales & Marketing function of the client were working in silos and were not aligned with the business goals. Thus client wanted to undertake a “Change Management exercise” to transform its Sales & Marketing function. As part of this exercise, client wanted to know the specific initiatives & the implementation roadmap that will help it achieve the transformation of its Sales & Marketing.

• Our Approach

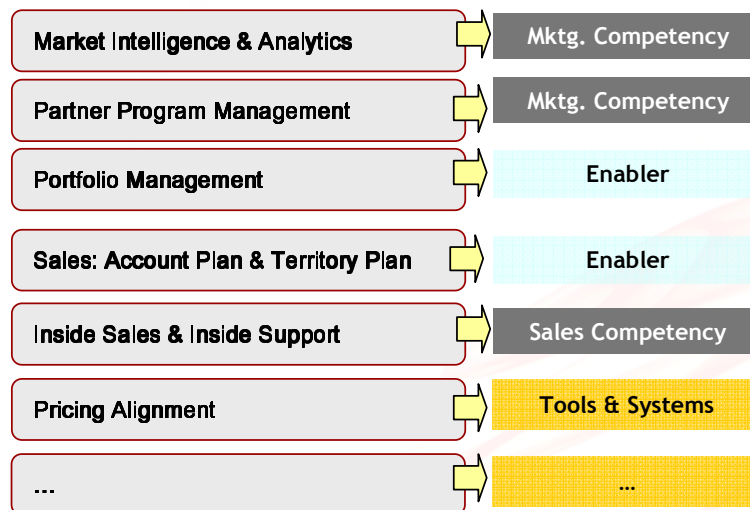
We started this exercise by creating an overall Sales & Marketing transformation map for the client and mapped out the list of tasks to enable this transformation.



We identified the number of people involved in the various sales & marketing activities as well as their time spent / focus on the various Sales & Marketing activities today and expected change in To-Be state. Thereafter, we analyzed the key pain points / gaps as mentioned by the employees. These Gaps / Pain points were analyzed and a solution path was identified to resolve them. Based on the gaps & the solution path, Sales & Marketing change strategy & approach was designed.

• Result

We identified various initiatives that would enable the transformation of Sales & Marketing



We also worked with internal champions to design the implementation roadmap for these initiatives.

