

PEARSON & CO.

CASE STUDY



ALLSCRIPTS PURSUIT SUPPORT

Allscripts, a healthcare information technology company, wanted help supporting their sales team in high-priority pursuits with pitch materials tailored for prospective clients. Together with the account teams, we created customized materials for high-value pursuits to deliver a highly targeted and tailored value proposition.

THE CHALLENGE

Allscripts sales reps were facing fiercer competition in their pursuits as differentiation within the healthcare industry was becoming harder to demonstrate. The Sales reps wanted highly contextual and therefore relevant, custom content designed for high-value, specific pursuits. Sales also wanted to be able to edit the materials themselves as key messages for their particular pursuit often changed in the last days before the client meeting.

WHAT DID PEARSON & CO. DO FOR ALLSCRIPTS?

Our concierge approach had us working with Sales in a series of short, collaborative meetings to develop the best messages for their pursuits. These often had very short turnarounds—some as short as one week. We then took those messages and handled the process from start to finish while partnering with Sales in real-time, all in extremely collapsed time frames. We worked with Sales to determine the format needed for that prospect—be



Customized, printed pitchbooks tailored to that prospect's unique needs and mailed to the meeting site helped Sales to leave a strong impression and freed them up for other things like putting final touches on the demo.



Posters, eBooks, and placemats deliver an in-room prospect experience that one sales rep referred to as the "Madison Avenue" experience.

that printed pursuit pitchbooks, configurable executive summaries, or meeting support materials like posters, eBooks, or placemats.

By working with Sales to create these materials, we were able to achieve productive Sales and Marketing collaboration. Once we had the first sets of pursuit materials created, we were able to use them as a base we could adjust in real time to address the messages that Sales thought would work best for their particular pursuit. This real-time collaboration and message adjustment

became the basis of a feedback loop that allowed current deals to inform future ones.

To date, we have created more than 50 support documents for unique pursuits in six different countries, all with incredibly fast turnaround times. These documents have been used at conferences, demos, and prospect visits at client sites, helping provide “Madison Avenue” experiences that enabled Allscripts Sales to stand out. These materials also helped ensure that the prospect could easily reference the key benefits discussed long after the meeting or site visit has ended and use the materials to evangelize others in the decision-making process.

WHAT WAS SIGNIFICANT?

Our pursuit documents have helped Sales powerfully position Allscripts as a leader in the healthcare IT industry, and help improve relations between Sales and Marketing.

With these documents, Allscripts has been able to:

- Improve collaboration between the Sales and Marketing teams as they work together towards a mutual goal in which they are equally invested
- Help sales teams to stand out to their prospects against a more competitive field than ever before
- Inform future deals with positioning and sales information gathered from previous ones
- More easily support pursuits in other countries where they may not have ready-made presentation pieces available

With our work on these high-value pursuit support documents, Allscripts Sales teams have been able to better demonstrate their portfolio differentiation and value propositions, resulting in many high-value wins.



Configurable executive summaries provided a quick way to customize a leave-behind for prospects, with summaries completed in under a week.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore additional best practices in messaging, sales enablement, and content marketing, visit us at www.contextual-selling.com.