



CASE STUDY / HP ENTERPRISE PLAYBOOKS

HP wanted to drive up sales team performance and align the field on best practices patterned after the most productive sellers and the most desirable deals.

THE CHALLENGE

HP wanted to equip and motivate HP Enterprise sales teams to find and pursue the right opportunities in key industries, horizontal IT solutions, and mission-critical application environments. Pearson & Co. understood that sales reps needed richer context about customer care-about, purchase triggers, competitive options, and selling strategies that would help the sales teams uncover opportunities and better frame their solution portfolio in the most productive customer context.

HP has engaged Pearson & Co. over the past three years to discover and develop the right selling strategies and then distill them into actionable, highly visual playbooks that enable sales teams to open doors and move more smoothly through the customer buying process. We begin the development process by deconstructing the driving factors behind the big wins to see the patterns that are fueling successful selling in a particular context. And we deliver each contextual selling strategy in a sales playbook—more than 75 to date—that drives rapid adoption and success among sales teams. Our process is unique; our results are definitive.

WHAT DID PEARSON DO FOR HP?

Every playbook starts with extensive interviews to identify the current patterns of success. We speak with sales and other internal stakeholders to hear what’s working—or not—at that moment in time. We add that to our technology and sales domain expertise, and then we build out the ideal sales plays for that vertical, horizontal, or solution context. Plays may detail how to pick off low-hanging fruit in the installed base, moves to surround or displace competitors, and paths to penetrate greenfield situations.

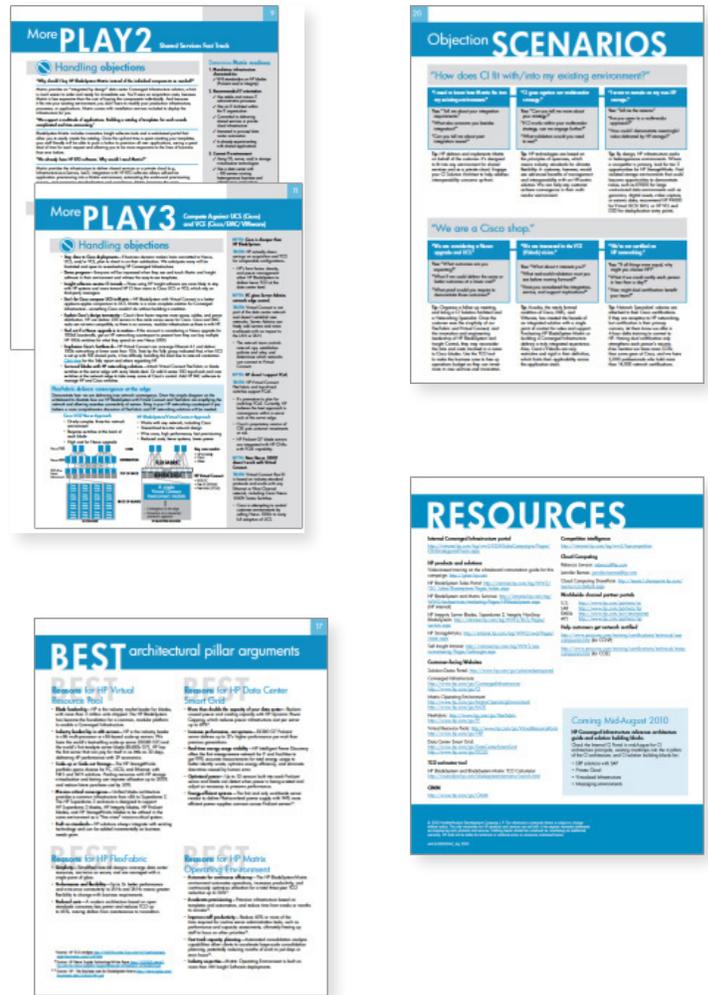
Playbooks include scripted conversations and tactics for overcoming common roadblocks and combating competitive moves. The guides visually map and profile the buying process and deliver deep insight into influencers, decision-makers, and organizational dynamics that can help or hurt. We help reps understand their opportunity and the important customer dynamics they will encounter. We simplify solution descriptions to make them more memorable and build discovery questions, objection handling, and critical sales arguments. Our competitive tips are nuanced and woven throughout. We leave out the message clutter; our standards for relevance are high. We seek to add real value to sales teams.



WHAT WAS SIGNIFICANT?

Our playbooks have been met with great enthusiasm by the executive sales team, channel partners, and HP sellers worldwide. Our playbooks have been cited as “the finest selling tools ever seen—in HP or otherwise,” “groundbreaking,” and “the gold standard for HP sales guides moving forward.” They have already helped sales teams:

- Close larger and more strategic deals worth hundreds of thousands of dollars—faster and with a higher close percentage
- Increase coverage and the size of their pipeline with a more efficient discovery process and a more effective competitive attack
- Deliver a more convincing customer conversation that speeds the discovery process, overcomes obstacles, and builds competitive advantage
- Accelerate their learning curve on selling solutions in emerging customer contexts, more quickly and effectively



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 more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at www.contextual-selling.com.