



CASE STUDY / HP MOBILITY LAUNCH

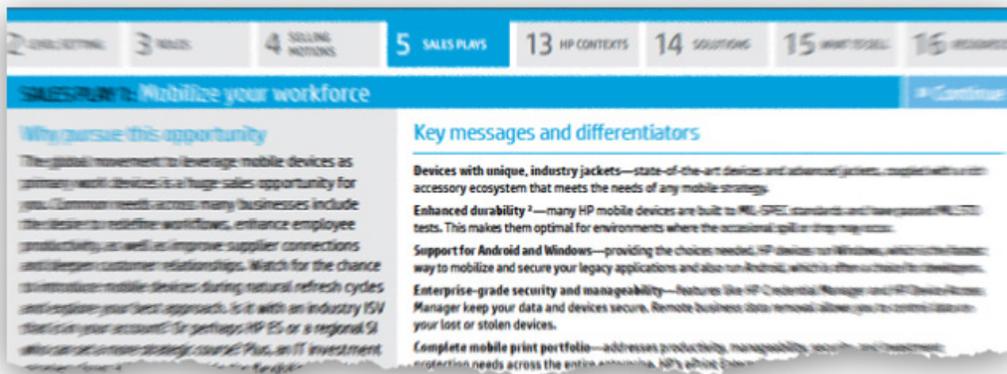
HP was going to market in an entirely new way—selling to Line of Business executives and selling a business-oriented solution that consisted of much more than a device. Their solution was tailored to different verticals, and they wanted to give their sales force confidence in their new method of going to market and prepare them for these conversations.

THE CHALLENGE

HP was focusing its mobile effort at the LOB and on specific industry solutions for the first time, so their sales force needed to learn how to sell into verticals and into the LOB buying center with a new, business-oriented solution. The sales team had to learn whom they should be talking to, what to say, and new selling strategies like beginning discovery with desired business outcomes instead of “speeds and feeds” for a more strategic and compelling sell.

WHAT DID PEARSON DO FOR HP?

HP engaged Pearson & Co. to develop sales training materials for each industry, specifically tailored to approaching the LOB. These materials included an overall sales playbook to help familiarize Sales with the new solutions and how to sell the mobile portfolio, playcards to use as quick reference materials, whiteboards to pitch customers with, and solution briefs, which sales could leave with potential customers at the end of meetings.



A playbook helped sales teams understand how to sell to the LOB and sell the new, business-oriented solution, with plays geared toward each target industry.

Pearson & Co. began the development process by interviewing sales reps and industry experts to determine the differences in industry language, sales dynamics, triggers, and possible objections. We then created a playbook that encapsulated the overall mobility strategy for HP and individual, industry-specific plays for retail, education, and healthcare. We used the playbook and information gleaned from the interviews to create industry-specific whiteboards that reps could use to pitch potential customers. We created playcards to give reps a way to quickly refer to the key tactics and strategies that mattered most for each industry. Finally, we created solution briefs that sales could leave with the prospect after a pitch, which put the high points of the new business-oriented solution in customer language tailored to the prospect's industry.



Playcards took the essence of each play strategy from the playbook and condensed it into 2-page formats, perfect for reviewing on-the-go.



Whiteboards with accompanying talk tracks provided a basis for pitches to LOB stakeholders in different industries.

WHAT HAPPENED?

HP's mobility playbook, playcards, whiteboards, and solution briefs helped sales reps understand how to position the portfolio to LOB stakeholders in different industries, and what to say to each stakeholder for maximum impact and an effective sell.

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.