

CASE STUDY / UNISYS INDUSTRY-SPECIFIC PLAYBOOKS

By working across four industries simultaneously and collaborating with senior industry sellers, a broader pattern of opportunities and contexts emerged, helping Unisys implement strategies across the industries in an agile manner.

THE CHALLENGE

Unisys was looking to use their legacy portfolio in a new way that catered to industry customers. Unisys wanted to start with key industries, including retail banking, travel and transportation, life sciences, and justice, law enforcement, and border security. However, the solutions they wanted to offer customers were not fully worked out at the time these playbooks were being developed.

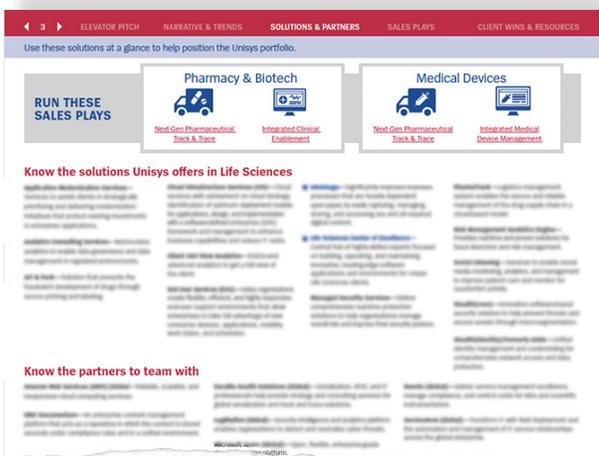
To create these sales playbooks, we collaborated with SMEs to ensure the Sales material was ready once the solutions were finalized. Prospective clients often believe the best way to create sales enablement material is having everything nailed down first, but that wasn't the case here. By working on these strategies in parallel of solution development, a two-way communication was enabled that helped bring a broader set of insights to the materials. Those insights then were fed back into how the solutions were being messaged as well.

WHAT DID PEARSON DO FOR UNISYS?

We worked with SMEs in four major industries to create a series of Sales playbooks. Because these four playbooks were being developed at the same time, we were able to draw from a richer set of ideas and contexts across Unisys. That led to us spotting a broader pattern of opportunities and ways to message the solutions that were being developed in unrelated industry contexts.

With the materials having to be developed simultaneously, we had to adopt an agile approach. This involved real-time iteration on both sides, with the solution design informing the material development and vice versa. This process helped to not only accelerate the timeline of the Sales playbooks but also added richer insights to the solution messaging.

From a messaging perspective, one of the advantages was that the solution set across all four industries was similar. This enabled us to see commonalities in various contexts so that we could strengthen the core messaging of each solution asset. When we learned how a solution was being used in one industry, we were able to bring that knowledge to another industry SME, test whether it would work for them, and then add those messages.



Unisys had numerous solutions they were recontextualizing for their industry selling efforts.

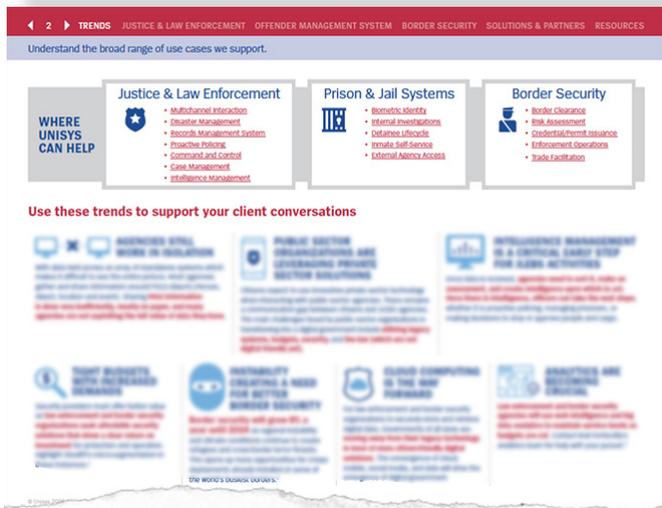
WHAT WAS SIGNIFICANT?

Unisys reps took to the playbooks because they were easily accessible and had useful strategies and messaging. The creation of industry-focused business units within Unisys was a way to create vertically oriented service offerings by using legacy assets, but our work led to more than just repurposing assets.

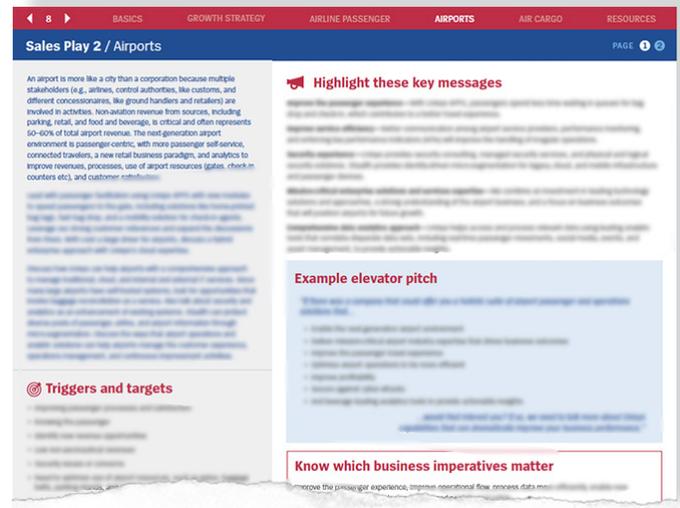
Through our interviews and content development, we created value propositions and deep use case lists for the industries we focused on. This information gave reps multiple ways to spot opportunities in different industries as well as ways to message solutions in the right context, for their customers.

By creating an agile workflow between us and the solution development team at Unisys, we were able to create Sales Enablement material that harnessed the latest thinking. In turn, our work brought ideas from other industries to the solution development team, helping them contextualize their messages and come up with new ideas based on how solutions were being used in different industries.

Waiting for a solution to be completely nailed down before creating Sales Enablement material may not always be the best course of action. When the two processes happen together, ideas can be shared in a two-way, agile method that may lead to additional breakthroughs and deeper insights. If you are developing an in-process solution, it might be the perfect time to start creating Sales Enablement materials. Give us a call today.



We worked with SMEs across multiple industries to spot broader trends and address every opportunity Unisys sales reps could focus on.



We developed in-depth selling guidance for four separate industries, including strategies, key messages, and triggers to look for.

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 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.