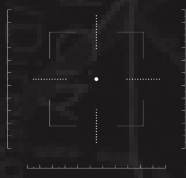


SUCCESS STORY

Sage Intacct



Sage Intacct Channel Sales Division Aligns and Delivers on Quota Despite COVID-19 Headwinds

Impact of COVID-19 and Lack of Alignment

The Channel Sales Division at Sage Intacct, a global leader in cloud-based financial management software, had been severely impacted by the COVID-19 pandemic. Business issues among prospects and partners had decimated the pipeline, sales and marketing spread across three regional channel teams were not aligned or incentivized under a common vision, and the pandemic-driven “work from home” reality made it even more difficult for these siloed teams to align, communicate and cooperate.

These headwinds culminated in a massive projected shortfall for the second half of the fiscal year (2H20) and the old playbook was no longer applicable. Nancy Sperry, VP Channel Sales East declared that

“everybody needed to learn a new way to do business and it had to happen quickly.”

Sperry, along with the two other regional Channel Sales leaders felt that the Afterburner Flawless Execution methodology could help them turn around the division’s performance.

Within 60 days, Channel Sales leadership aligned sales and marketing around a common vision and established a strong sense of accountability for the critical missions supporting the vision. The division achieved 100% of sales quota, while ensuring a more disciplined workflow that has already delivered a higher cadence of opportunity creation for future quarters.

Aligned and Empowered Teams

Because of the company’s rapid growth, marketers on each of the three regional teams had never been coordinated to maximize coverage and create economies of scale. There was redundancy, and inconsistent messaging at the partner level. In addition, the marketers were not accustomed to directly supporting opportunity creation. A dramatic shift in focus would require buy-in across the entire organization.

sage Intacct

CHANNEL SALES DIVISION

SITUATION

COVID-19 decimating pipeline
Sales & marketing not aligned
At risk of falling well short of sales quota

RESULTS

100% of sales quota achieved
Elevated opportunity generation cadence

With Afterburner's help, leaders of the three regions came together to develop and agree on a shared vision of success, called a High Definition Destination (HDD), which was to be the dominant growth driver for Sage, relentlessly focused on partner and customer success. Next, leadership created and delivered the singular Mission Objective supporting the HDD: to generate enough opportunities to achieve 100% of the 2H20 Channel Sales quota.

Leadership identified five unique, critical missions supporting the overall Mission Objective. Mission deliverables included a common marketing plan, consistent newsletter communications, common scorecards, and presentations that not only supported the corporate message but could be easily tailored to each partner with little incremental effort. Each regional marketer was designated as a mission "Ace", based on their unique talent and experience, to lead and be accountable for every mission.

Each critical mission now had a fully empowered and accountable marketing leader, so there was less wasted time and debate between sales and marketing and, more importantly, a higher degree of alignment within the marketing function itself. And since the Afterburner proprietary methodology drives relentless focus and accountability, any initiative that did not support the Mission Objective was deprioritized.

"We made enormous progress on multiple initiatives that in the past may have been poorly adopted because there was not enough consensus or because someone else was tied to their own idea,"



says Sperry, who was the "Ace" responsible for the success of the entire Mission Objective.

Quota Achieved

In just 60 days, the Channel Division experienced a rapid transformation in their alignment, focus and process that resulted in **100%** ACHIEVEMENT OF ITS SALES QUOTA.



The division has a new framework enabling the team to be more efficient and effective, and the empowerment of the marketing "Aces" delivers more consistent, scalable communication. The entire Channel sales and marketing team is now using a common language to manage and measure their most important metric – opportunity creation – on a weekly basis.

Sperry says that Channel Sales Division will use the Afterburner methodology to continue to improve collaboration within the division including planning and adapting marketing priorities each quarter. She believes that the Flawless Execution methodology will allow her division to progress critical initiatives that support the HDD to drive dramatic growth for Sage through partner and customer success.



In a COVID world, achieving our quota is amazing, and the fact that we're still generating opportunities at an extremely high cadence in this environment is a big deal.



NANCY SPERRY, VP CHANNEL SALES, EAST

For more information about how we make your success our mission, contact Afterburner at 404.835.3500 or team@afterburner.com.



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