

Achieving significant growth

Background



Memex provides intelligence management solutions enabling their clients to efficiently predict, prevent and respond to threats in real time. Memex systems allow organisations to manage and

retrieve intelligence which prevents all scales of crime, from muggings to terrorist incidents, and helps commercial, government and public safety organisations reduce risk, save money, protect revenue streams, prevent fraud and protect their brand. By providing the people, experience and trusted solutions, Memex helps organisations uncover unexpected facts and connect patterns between people and events throughout the entire intelligence life-cycle.

Situation

Memex is committed to being the intelligence organisation that police, military and commercial organisations turn to. Having originally served the law enforcement and military communities, the changing face of world security is taking Memex into the commercial world, particularly Finance and Telecoms sectors. Its aim is to provide solutions that transform the way both public and private organisations are able to share, track and analyse all relevant information leading to a significant increase in accurate and timely decisions. To achieve significant growth worldwide Memex needed to:



- Maximise the effectiveness of the existing sales team
- Expand into Europe, USA and Asia Pacific as quickly and as effectively as possible
- Attract and recruit top sales executives
- Create a sustainable approach to ongoing performance improvement of the sales team

Furthermore, Memex were looking to provide a consistent sales message for its channel partners to enable their sales teams to continue to deliver a clear understanding of Memex's products, services, strengths and capabilities.

Solution

Memex bought the Perperitus Performance Coach because they could see that it was designed to maximise sales opportunities whilst minimising the impact on the organisation. Perperitus followed a structured methodology to ensure the Memex Coach would provide its sales teams with a concise, single point of reference sales performance tool.

Development and implementation

The content was developed through a unique combination of modelling their top performers and introducing tools and techniques that were re-engineered to meet Memex’s specific needs. The build and testing took place at Memex Scotland and included sections on marketing and competitive intelligence together with a new hire induction programme. Following the build phase the Memex Coach was launched at a company wide sales meeting held in Florida USA. During the meeting Perperitus ran a 2-day Business Game designed to introduce and train the team in the use of the Memex coach.

Results

The Memex Coach has enabled their sales executives to fully understand the Memex sales methodology and how to get the most out of the sales process. This has resulted in an increase in sales and has raised the profile of Memex in the market place. Mark Gibson, Head of Operations for EMEA (Europe, Middle East and Africa) commented, “The Coach brings together the common sense elements of our sales procedures and documents the process in a way that sales executives will use.”



Moving into new markets and territories and with aggressive recruitment plans for the next 2 years, the Memex Coach provides everything needed for new sales executives to get productive quicker, reducing the stress associated with a competitive sales environment.

Benefits

Everyone in Memex has access to the coach. Through company adoption and acceptance of the Coach, Memex has seen a marked improvement in sales performance, new starters get up to speed quicker and the sales performance curve for the team is definitely moving to the right. Memex now has a consistent sales message bringing together the sales, marketing and PR functions and progressing the whole company towards a team based selling approach.



The structure of Memex’s sales is starting to change, moving towards larger opportunities where the allocation of expensive professional services resource is paramount. The Memex Coach is supporting this shift; using the qualification process within the Coach enabled Memex to make a critical decision on whether to bid for a recent project. Mark Gibson recalls, “We had been asked to bid for a particular piece of work and we were initially drawn in by the value of the project; it had the potential to be our biggest sale to date.”

Benefits continued

Mark called a bid review meeting and went through the integrated qualification process. Putting the size of the deal to one side, the team was able to make an informed decision with justifications as to why they should not bid for the opportunity.

This has had a positive effective on the organisation as Mark explains, "Being clear on what we could do, we initially qualified out of something that may have cost thousands in professional services resource. However in doing so we were able to go back to the prospect to discuss our core competencies and this has opened a different dialogue with the client that has taken us down a more profitable route for Memex that is also more beneficial to the client."

Apart from assisting in the early stage of the sale process, the Coach has helped Memex to:

- Shorten the time it takes new hires to come up to speed with improved sales effectiveness
- Increase its presence and profile within the market
- Attract top quality sales executives who appreciate the value of the Coach
- Gain investor approval through having a proven sales methodology
- Quickly and accurately score and grade every opportunity

Future plans

 Perperitus has integrated the Coach with Memex's preferred CRM package, Salesforce.com. Further integration is planned to incorporate the opportunity and qualification methodologies within the Coach with the client data within Salesforce.com. For example, Salesforce.com generates email notifications to the bid team when there is a status change in the opportunity; these will contain information from the Coach such as hints & tips and what needs to be achieved at the stage of the sale.

As a result of the successful implementation of the Coach across a number of divisions, Memex and Perperitus are planning to work on a version specifically for the professional services division.

Performance Coach is based on the principles of providing the best possible support and advice to individuals to help them raise their game. It is not intrusive; it is a personal coach come comprehensive tool kit available to the individual when they want it, where ever they are. For more information, please contact: David Batup - db@perperitus.com, Office – 0118 965 4066.