



FinListics
SOLUTIONS



IBM

A New Level of Sales Training

How Finlistics implemented a successful sales training program for IBM.

THE CHALLENGE

GETTING BEYOND IT

IBM has been the leading technology company in the world for more than a century. Since its inception in Armonk, New York in 1911, the company has been able to expand its operation to 170 countries. But leading the transformation of its 33,000 sales reps and 4,000 sales leaders to meet the demands of today's buyers is no easy task. In an environment with fierce competition, flat revenues, and a large portion of revenue coming from a concentrated number of clients, IBM's sales organization needed to expand their relationships outside of IT. They also needed to build the sales organization's skills to be confident and compelling when speaking with executives.



THE SOLUTION

ACCELERATING PERFORMANCE GOALS WITH A ROBUST SALES TRAINING PROGRAM

FinListics partnered with IBM to develop a financial sales training program. Participants in the sales training program were able to attend a virtual webinar series to better understand their clients and industry from a financial perspective. The webinar also prepared participants for a face-to-face workshop to run through real-life scenarios. In addition to the sales training program, IBM also implemented FinListics ClientIQ to help IBM sales teams worldwide develop unique value propositions that aligned their solution to key business issues and outcomes.



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THE RESULTS

A 907% RETURN ON INVESTMENT

With FinListics sales training program and ClientIQ software, IBM has been able to see a 907 percent return on investment. They were able to close \$44M of \$74M of new business generated. In addition, the new sale training program also allowed them to close \$64M in existing business faster than ever before. As an added bonus, IBM also received the ATD Excellence in Practice award due to the fantastic results they produce.



907% ROI

\$44M in new business

\$64M in existing business