

Case Study: **Strategic partnerships – working with clients to create value**



The client

The Client is a global software company.

The strategic partnership

Futurecurve and a major Leadership Development Organisation ('LDO') worked together in a strategic partnership to deliver a solution to the Client.

The challenge

The Client's ambition was to double its revenue within 3 years in one specific country. This particular geography was proving less profitable than other countries so the ambition was going to prove particularly challenging. The Client goes to market both directly and through resellers and some sales targets were not being met.

Approach and solution

Futurecurve and 'LDO' explored the challenges facing The Client. Futurecurve saw there was an opportunity to help The Client with its whole sales process, including working with resellers.

Futurecurve designed the overall programme as part of The Client's Partner Engagement Model. This is a people and sales development programme, with the objective of transforming 'product pushers' into 'solution sellers; drive sales performance and secure business success.



The programme was based on the Futurecurve model:

WHO - having the right people with the right behaviours and right sales management

WHAT - creating, positioning and selling the right value

HOW - putting in place the right structures, processes and measures to underpin the above

Futurecurve developed and delivered the WHAT and the HOW elements of the programme, and 'LDO' delivered the WHO element.

Through the use of its leading-edge methodologies, Futurecurve was able to prove to The Client precisely what its customers valued and what the resellers and The Client needed to do to deliver that value consistently. Futurecurve also highlighted what the client might like to consider in terms of reseller support. The Client agreed. After 'LDO' did individual evaluations of the resellers' sales capabilities, the three parties came together again to agree a programme of action.

Results and benefits

Using a combination of Futurecurve's Value Proposition Builder™ process and the people assessment capabilities of 'LDO', The Client gained a clear view of what its resellers would need to deliver the required value its customers expect.

Futurecurve also gave The Client recommendations around changing its organisational structure and measurement of how to engage and manage resellers.

The Client then invited Futurecurve and 'LDO' to deliver an ongoing channel development programme, which was delivered over a six-month period, and included ongoing coaching.

Contact us at info@futurecurve.com or call us on +44 (0)1628 487 708