



**Applied Biosystems** is a technology leader and driving force in the changing dynamics of the life science marketplace. With an installed base of some 180,000 instrument systems in nearly 100 countries, the company is focused on the following markets: basic research, commercial research (pharmaceutical and biotechnology) and standardized testing, including forensic human identification, paternity testing and food testing.

When ABI and its Proteomics and Small Molecule (PSM) division for its Asian operations approached KeyRoad Enterprises' Philippe Lavie, a CustomerCentric Selling® affiliate, the group wanted to bring baseline sales training to the business development team to ensure the group would meet their revenue targets while differentiating themselves from the competition through their sales process.

Additionally, Division Director Matt Levy felt that the China operations:

- Were underperforming against expectations
- Needed to align to a common sales engagement roadmap that would help them in prospecting, determining if an opportunity exists, qualifying opportunities, and having intelligent conversations with prospects' senior executives.
- Weren't effectively diagnosing the buyers' current situation prior to prescribing any solution
- Needed a flexible sales training program that could fit in their existing training initiatives.

“The challenge in China is not only winning a competitive sales opportunity, but developing an opportunity,” said Levy. “Quite frankly, many customers in our market are not familiar with our technology, so we need to augment our sales approach by discussing real business and research goals with our customers and not just relying on our superior technology”.

“Working with Philippe Lavie has been very beneficial to me and our organization”, says Matt Levy. Levy continues: “By helping us implement CustomerCentric Selling® capabilities, KeyRoad has helped ABI Asian territories overcome these challenges”.

With the blessing of our Asian Operations HR group, ABI has integrated the methodology for its sales and business development team for the Asian territories (Republic of China, Taiwan, Korea, Hong Kong, and Singapore). And, the company is already seeing results. To date, ABI's Asian division:

- Has **implemented a common vocabulary for sales and pipeline management and forecasting**
- Has **standardized its templates and tools for more effective prospecting**
- Is sharing a **common sales engagement roadmap** for early determination and qualification of opportunities
- Is on track to **exceed revenue targets** within the region

For more information about Applied Biosystems, please visit their web site at: [www.appliedbiosystems.com](http://www.appliedbiosystems.com). Reach Philippe Lavie by email at [plavie@keyroad.com](mailto:plavie@keyroad.com).