



Founded in 2000, privately-held [Arena Solutions](#) provides on-demand Product Lifecycle Management (PLM) software. The application allows companies of any size to implement Product Life Cycle Management best practices with very low risk and the hassle of deploying and managing client-server hardware. [Arena PLM](#) provides a centralized environment for managing product data, making it easy for OEMs, suppliers and outsourced partners to collaborate in real-time around a single set of information—regardless of geographic location or IT infrastructure. Companies that need a secure way to share continually changing product data with contract manufacturers and remote team members rely on Arena PLM to bring their products to market.

“When KeyRoad Enterprises™-CustomerCentric Selling® approached us in May 2004, our primary goal was to increase revenue and prepare our sales force for the next growth stage of the company. At that time, the company had the following challenges it wanted to address:

- Qualify early in the sales cycle to avoid lengthy and costly sales engagements ending in prospect doing nothing.
- Shorten the time it took for new reps to build a qualified pipeline
- Increase the number of reps meeting and exceeding revenue quota
- Gain access to key decision makers faster

Only 20% of our sales executives then made quota. Accessing a prospect’s key decision makers was difficult and once access was secured, the salespeople were ill-equipped to have business conversations with these executives” said Bill Robertson, Arena COO.

“Even though the company was growing at a rapid pace, our salespeople were not capable of building value as part of their buyers’ interactions. They were challenged in their diagnosis of a prospect’s situation, making it difficult to create a vision of how Arena PLM could be used to help the prospect achieve their goals”, said Adam Aarons, Director of sales.

Michael Topolovac added: “the 80/20 rules in generating revenue applied to us with only 20% of our sales people generating 80% of our revenue. We had an inefficient prospecting machine where qualifying or disqualifying opportunities was always a challenge.”

Working with KeyRoad-CCS® to address these challenges, Arena Solutions implemented a customized CustomerCentric Selling® workshop. The intent was to align the entire sales force and sales activities along a common vocabulary, a common client engagement roadmap and discipline, and implement selling best practices. To complement the deployment of this new sales engagement approach, the company also secured the advisory services of KeyRoad president, Philippe Lavie, to help refine its pipeline grading system and its sales engagement process. Under his guidance, a customized toolkit was developed, used for the sales training as well as by the sales force immediately after the training was completed.

To date, this has resulted in:

- 33% of our sales representatives made quota in Q4 2004, the first quarter of implementation.
- Pipeline liquidation rate, grew from 7% to 20%, having a direct impact on forecast accuracy.
- The company quickly obtained better visibility into where a deal was really at in the pipeline
- A \$235,000 deal closed as a direct consequence of implementing some of the CCS® tools in calendar Q1 2005.

For more information on Arena Solutions, please visit their web site at: www.arenasolutions.com. For more information about KeyRoad Enterprises™, please visit their web site at: www.keyroad.com.