

@Jessicarlondon
#ATCSummit2019

Transforming an LSP Through Better Sales Practices

Case Studies

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Who We Are & Agenda

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The Engagement

- 1x1 prospecting & lead generation training
- Buyer persona development
- Lots of role plays on intros & questioning skills
- Periodic top-ups & coaching
- Selling skills trends

Sales Trends

- Number of sales jobs AI likely to eliminate 50%
- Number of B2B buyers who prefer to buy online over interacting with sales people (even though they have to) 90%
- Number of sellers expected to use AI by 2020 54%

The Future: Elite B2B Sales Person



Case Study 1: Heavy Truck Manufacturer

MAKING THE CONNECTION

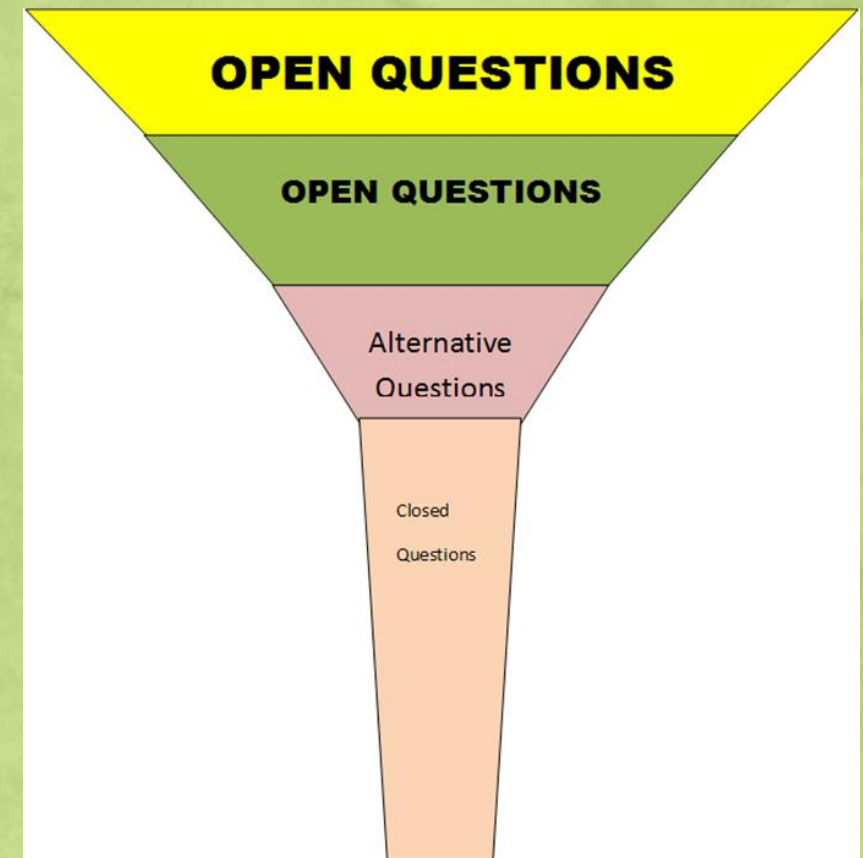
- Researched client's industry events
- Attended events where they were exhibiting or their team attended
- Looked for an opportunity to sit with them in a B2B
- During B2B shared historical specific experience in the industry



Case Study 1: Heavy Truck Manufacturer

DEVELOPING THE CLIENT

- Analysis of client's current content / language requirements
- During the analysis we asked many questions on their global content processes and current technologies
- Uncovered areas the client had no experience and areas that they were struggling
- Supported with documentation/fact finding/information from partnerships



Case Study 1: Heavy Truck Manufacturer

UNCOVERING PROBLEMS – with SOLUTION FOCUSED STRATEGY

- Working together / more struggles are apparent
- Positioned ourselves with partners to effectively provide alternatives and solutions outside our own capabilities to assist
- As the vendor/partner role continued to evolve we were able to learn more about our customer's end client and assist in meeting their needs making ourselves more valuable



Case Study 1: Heavy Truck Manufacturer

OUTCOME

- Creation of additional services and added value as a *Solution Service*
- Increased company revenue upwards of \$1M outside of our core services
- Offered additional teaming opportunities which will potentially bring in upwards of \$2M in revenue



Case Study 2: Agricultural Machinery Manufacturer

MAKING THE CONNECTION

- Web Based Inquiry
- Researched organization prior to response
- Reviewed recent global updates
- Initial conversation was dedicated to companies recent global achievements and objectives



Case Study 2: Agricultural Machinery Manufacturer

DEVELOPING THE CLIENT

- Global content objective and strategy questions
- Discussing buyer's experience in global content and marketing
- Budget and timing requirements
- Reviewed any previous global content programs and their outcomes



Case Study 2: Agricultural Machinery Manufacturer

UNCOVERING PROBLEMS – with SOLUTION FOCUSED STRATEGY

- Offered solutions/ new ideas that the prospect hadn't thought about based on past experience with other customers
- Offered budget alternatives to wish list
- As more of a partner role developed prospect was able to feel increased confidence and utilize additional non-customary services



Case Study 2: Agricultural Machinery Manufacturer

OUTCOME

- Added value as an advisor and *Solution Service*
- Increased client revenue by 60%
- Offered additional opportunities through client referral



Recap:



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- Carefully learn the industry and the industry's needs.
- Participate in industry events that your client participates
- Spend time with other individuals in the market you are trying to penetrate and learn from them, absorb their take on what has made them successful
- Be actively involved
- Be genuine, curious / always be learning and add new skills
- Partner with your customer – you're an extension of their business
- Build partnerships where necessary to add additional value to your clients objectives

Thank you!

Questions?

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