

TMG

A NEW TYPE OF BUYER:

Over the last ten years, companies have grown increasingly adept at the art and science of buying. Individual decision makers have grown more sophisticated and Strategic Sourcing organizations are now commonplace. Unfortunately, many sales organizations have not evolved alongside their buyers. The results are pressure on margins, longer sales cycles, lack of access to decision makers and, ultimately, decreased sales revenue.

The Mpower Group helps our clients through:

- > Expertise (both theoretical and practical) in identifying, assessing, and closing competency gaps.
- > Hands on, global experience building World-Class sales processes and organizations adept at forming value creating client relationships.
- > Commitment to be a strategic partner, not consultants, until results are achieved.

WHAT CLIENTS ARE SAYING

"The Mpower Group lives up to its name: results from the sales group were immediate. We were given an effective way to communicate the value Starcom brings to the table. The new sales process Mpowered sales to deliver Precise Proposals that seriously impressed prospects. One team used the negotiations training they received that same day at a lunch meeting with a customer. At stake was a very large performance based fee the customer was hesitant to pay; by the end of lunch we had negotiated the terms we wanted and reinforced the strategic value Starcom provides to this customer."

- John Muszynski
CEO Starcom USA

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CASE STUDY | ACCELERATING SALES AND MAINTAINING PROFIT MARGINS *One Client's Successful Response to How Strategic Sourcing Changed The Selling Game*

CLIENT

Starcom™

CHALLENGE

[Increase the Ratio of Successful Proposals in a Highly Competitive Market and Maintain Profit Margins](#)

Across industries, customers and prospects have changed the way they purchase goods and services. Starcom USA, a full-service media division within Starcom MediaVest Group, was like many other companies in that its sales team felt the impact from this shift in how purchases are executed. Anecdotes trickled in from the front lines that the main contact at many prospective clients was now from the Strategic Sourcing group. Decision makers were less accessible than in the past. Sales people complained they were unable to effectively communicate Starcom's value to the Sourcing contact. Some customers were treating Starcom like a commodity, giving them a "price" and asking them to match it. Where proposals led to negotiations, significant leverage was given up during the process which hurt profit margins. All of this had an adverse impact on Starcom's bottom line.

SOLUTION

[Effectively Communicate Starcom's Value Differentiators to a New Type of Buyer](#)

The Mpower Group was brought in to create a new sales process that would be successful in this new environment. TMG helped Starcom's sales organization:

- > Effectively interact with Strategic Sourcing
- > Influence decision makers in a Sourcing process
- > Develop Precise Proposals that link Starcom's value proposition to the prospect's strategic needs
- > Level the playing field during negotiations

APPROACH

[Tailor a Value Proposition Sales Process Unique to Starcom's Service Offerings and Industry; Introduce a "Precise Proposal" to Link Prospect's Burning Platform to Starcom Capabilities](#)

In early 2009, Starcom executives and The Mpower Group (TMG) worked together to craft a solution that would respond to the unique requirements of Starcom's market and address the immediate need to generate sales revenue. The goal was to:

- > Customize and update Starcom's sales process for an evolving marketplace
- > Deliver new sales process to all Starcom professionals involved in selling, including executives
- > Educate Starcom's sales force on how to effectively work with Strategic Sourcing; how to use sourcing techniques throughout the sales process to build value and gain competitive advantage.
- > Teach the sales team powerful negotiation and techniques to effectively respond to advanced buyer negotiation strategies.

RESULTS

- > Combined billings of \$50+ million booked on two proposals delivered within ten days of training
- > Continued improvement on successful proposal rate in the face of a down economy
- > Newly learned negotiation skills increased profit margin without alienating customers