



Relationship Maps and Playbooks Drive Co-creation and Airtight Close Plans

The Customer

Ortec is one of the world's leading supply chain companies with over 1,750 customers.

The Big Challenge

Ortec was on a mission to transform its sales culture into a dynamic, process and results-driven environment that included close collaboration with customers throughout the sales process. We adopted a new sales process but, recognizing that reps often struggle with adopting standard SFA and CRM tools, we sought out a more interactive way of automating the new process.

Goals & Objectives

- Unify the sales team with a consistent process and common language
- Enable the sales management team to better evaluate and coach rep performance
- Give ORTEC a true view of where they were in active deals to drive forecast accuracy

The Solution

We evaluated several sales playbook offerings but liked how Revegy's visual sales planning tools provided more than just content ...they provided an illustrated view that guided reps through developing buy-in plans at every stage of a deal.

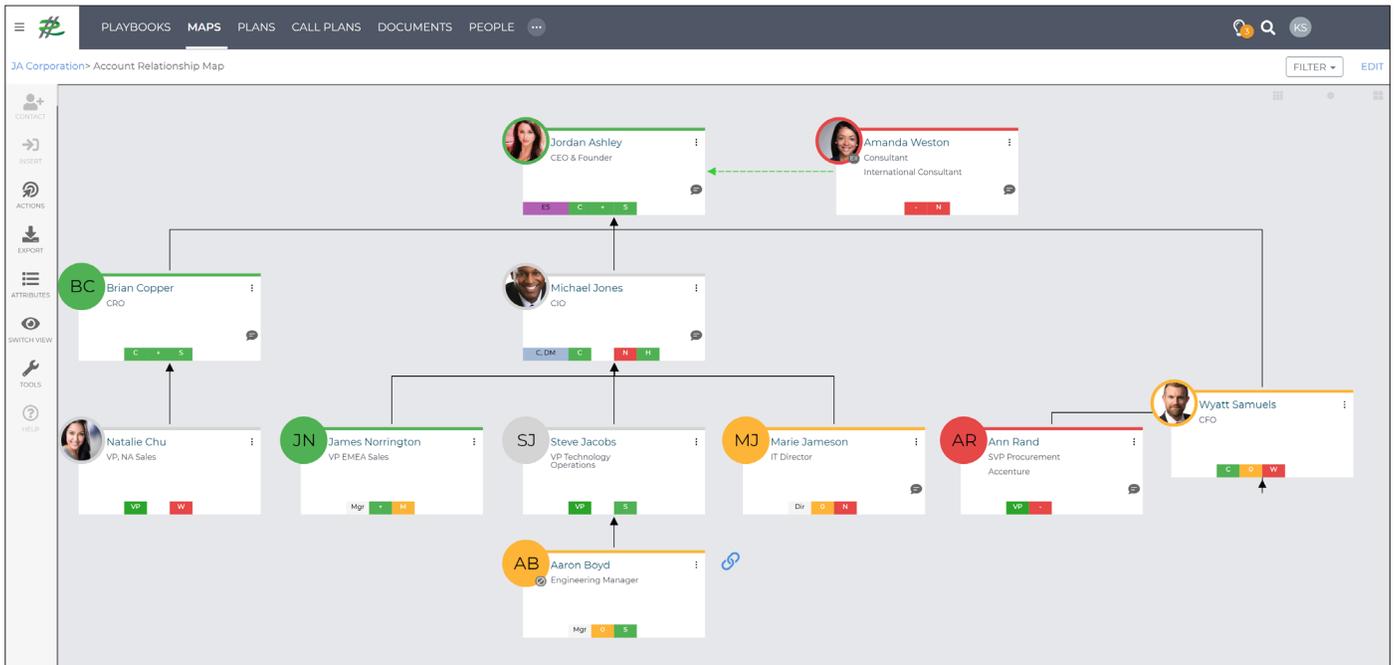
Instead of just giving reps sales playbooks driven mostly by content, they now had a visual roadmap of their deals and a step-by-step process for aligning their sales activities with verifiable outcomes to ensure they were progressing through the deal based on the prospects' willingness to engage at each stage.

“

“By visually mapping out the deal stakeholders and ORTEC's solutions to our prospect's buying requirements, ORTEC was able to increase their close rates and gain better insight into the health of our pipeline.”



- JEFF WILSON
President,
Ortec



Life is Good

These opportunity planning and deal execution tools from Reveyg resulted in:

- ➔ **Improved management visibility** into deals throughout the sales process
- ➔ **Increased customer collaboration** to improve stakeholder buy-in
- ➔ **A better perspective** on buyer behavior to drive coaching opportunities
- ➔ **Improved use of tailored content** and sales tools throughout the sales process

Sales reps and managers are able to better understand where they are in a deal and how they align with the buyer’s process. Increased visibility into how all deals were tracking enabled us to more proactively address any potential risks, focus efforts on what the buyer needs to make progress and develop buy-in plans for key stakeholders. These perspectives also enabled the Ortec teams to develop close plans that were presented directly to the customer to involve them in defining accurate timelines, and essentially developing co-creators in the deal.



Reveyg, Inc
 300 Galleria Parkway Suite 1850
 Atlanta, Georgia 30339
 +1.404.998.5700 Main
 +1.404.998.5746 Support
 sales@reveyg.com
 support@reveyg.com

For more information visit, [Reveyg.com](https://reveyg.com) to request a demo. ➔