

# Strategic Sales Program

## Client testimonial – NEC Philips Unified Solutions

### The challenge

NEC Philips Unified Solutions is a leading provider of comprehensive communications solutions to organisations of all types and sizes. Established in 2006 as a joint venture of NEC Corporation and Royal Philips Electronics, the company draws on more than 50 years experience in providing communication systems, applications, networks and services to customers worldwide.

NEC Philips recognised that while their communication solutions were a powerful enabler for business improvement, the real challenge was how to translate the many benefits of the technology into simple messages for their sales channels, both direct and indirect, to use.

### Action

Jennifer Fálnia faced a challenge: in five weeks time 250 NEC Philips salespeople would meet for the annual sales conference. She needed to support the conference with more than just sales collateral – she wanted to provide in-depth information to explain why and how the new NEC Philips solution set solved more customer problems more efficiently. She knew that the salespeople would expect more than just marketing messages, they would be looking for information that actually helped them sell more. Jennifer also had to consider tools that could assist the indirect channel. “Some of our business partners come from a voice background and others from an IP background” said Jennifer. “I needed a set of Sales Guides that would really gear-up the sales channels with tools to help them sell converged voice and data solutions.”

Jennifer looked for companies that could help. When a respected contact in another company recommended Solutions for Sales from personal experience... “It was clear that SfS had the process, resources and expertise to produce what I needed” said Jennifer.

### Results

SfS delivered 3 Sales Guides in 4 weeks. Each Sales Guide addresses the key business needs of a specific market sector and provides hard-hitting proof of why the NEC Philips portfolio provides the best way to meet those needs. “SfS produced the Sales Guides in record time” said Jennifer, “and they were very well received. They are helping our salespeople and business partners make the transition from box sellers to solutions consultants”

The Strategic Sales Program is only available from Solutions for Sales Ltd

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*Jennifer Fálnia, Marketing Manager, EMEA*

“ I was really impressed by the work you have done. The Sales Guides are very highly valued by our sales channels. ”

*Gerard Citroen, VP, Sales Operations*