

CLIENT TESTIMONIAL

Polycom update

The Polycom challenge

Polycom had achieved great results with its Workplace Mobility Solutions Sales Guide, but a lot had changed. "We work in a fast moving market," said Heather Spring, Senior Product Marketing Manager at Polycom in Colorado, "and it's not just the market that's changed – we've introduced new products and reorganised the sales force, so there are different people doing the selling." New salespeople need up to date selling information, so Polycom decided to update its Sales Guide.

Action

Heather was pleased to discover how cost-effective it is to update a Sales Guide. She opted for the full refresh option, in which Solutions for Sales (SfS) runs a Marketing Workshop to gather the updated sales information from Polycom sales, technical and operational experts.



To enable the widest possible participation without incurring major travel costs, the team used Polycom's own high quality video conferencing products for the workshop. SfS Consultant, Charles Stubbs, was pleased with the results: "Participants joined the workshop from Polycom US locations in Colorado, Ohio, Indiana and Atlanta, and from its European headquarters in Slough. Thanks to the quality of Polycom's HD video and audio, everyone was able to participate fully." Heather added: "There was so much going on at the workshop, and it was great the way the SfS Consultants used our advanced video conferencing technology to capture the knowledge from each of our experts and distil it into a cohesive view. I was amazed at how much we got out of the workshop."

The result

The updated Sales Guide was ready quickly. As Heather said: "Another big reason for using Solutions for Sales is that things are done faster than we could achieve in-house." Polycom salespeople welcomed the updated Sales Guide. It covered the new products and highlighted the way the market has moved from devices to applications. Those that already know about Polycom wireless voice products use it to glean ideas on how to sell applications, and those with a video conferencing background who are new to voice use it to speed up the on-boarding process.

For Heather it helps boost productivity: "Instead of them calling me all the time, the Sales Guide is a first-stop, comprehensive resource that equips our salespeople to get through the door and sell intelligently."

In our markets, so much changes so quickly. It is essential to keep the Sales Guide up to date so our salespeople can seize the opportunities offered by market changes.

Chris Thorson – Director of Product Marketing, Polycom