



// CHALLENGE

Most sales organizations will have "A", "B", and "C" sales players. However, when all your players are performing at a "C" level or below, it has a major impact on the business. For this medical equipment manufacturer, sales were down. Leadership put programs in place to improve accountability, but the team continued to underperform. The team wasn't able to build the sales funnel or see opportunities through to fruition. The sales team blamed the equipment manufacturer on having subpar products which they felt customers did not want.

// SOLUTION

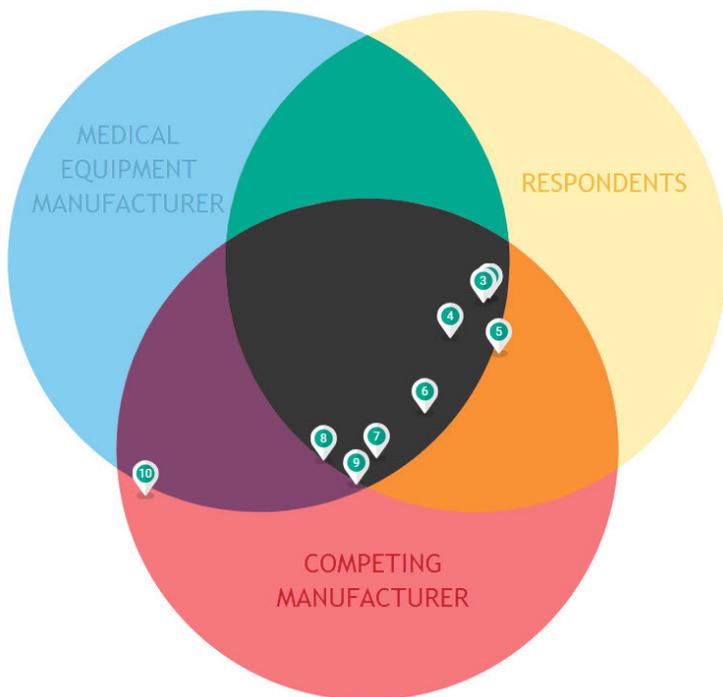
The equipment manufacturer partnered with Vennli, whose software and services helps businesses improve decision-making by making it easy to compare the internal team's perceptions to customer feedback. They easily gathered real-time insights about the internal team's perceptions as well as how they feel about the competition. Intuitive data visualizations helped the manufacturer see how their internal team's opinion differed from the external customer view.

// KEY INSIGHTS TO DRIVE BETTER DECISIONS

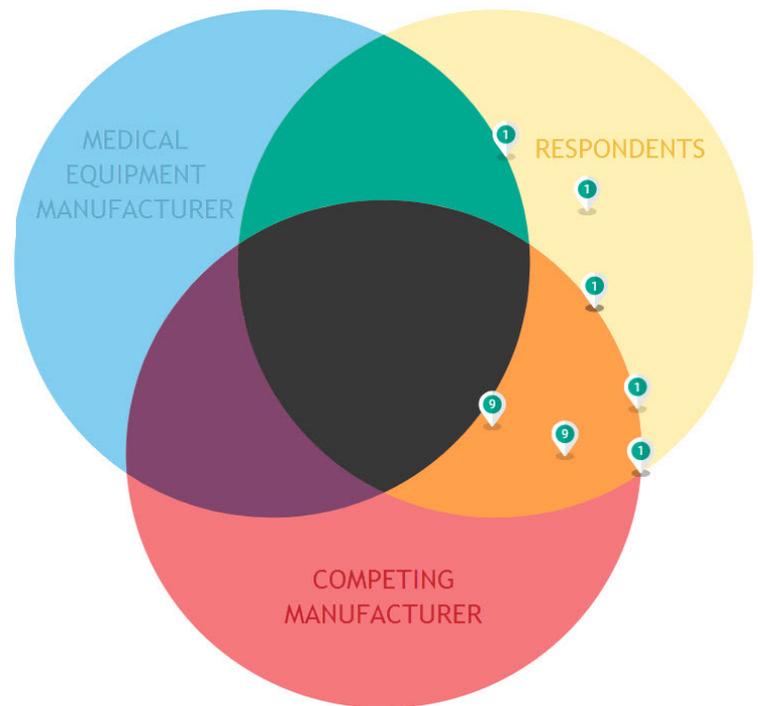
The Vennli data visualization showed just how strongly the sales team felt about the products. On all key product attributes, they felt that the competition was outperforming their products. When the manufacturer used Vennli to gather customer data on both their product and the competition, customers felt the two product were fairly similar with just a slight skew towards the competition.

For this manufacturer, they were able to understand that the internal sales team's perceptions were far from the customers perceptions of the products. "It was a wakeup call," according to the manufacturer's leadership team. They realized the issue was not that they had subpar products, but that the sales team had become complacent over time. Vennli's visualizations helped the leadership team validate issues that they believed existed and could understand how it was impacting their sales growth.

// CUSTOMER PERSPECTIVE



// INTERNAL PERSPECTIVE



// RESULTS

As a result of the work with Vennli, the manufacturer knew it had to make some significant changes. "This resulted in a significant change in selling approach. The sales practices were adjusted to match this new communication effort." As a result sales have increased by 4.9% in the first 4 months and 10% in the last 30 days.

