



### About the Partner Companies



**Name:** INSynQ  
**Industry:** IT and Services  
**Number of employees:** 11-50

Bringing people, business and SAP together – INSynQ is an IT consultancy focused on optimizing business processes with SAP. Thanks to 35 consultants and their 15+ years of experience with SAP solutions, their clients in more than 50 countries worldwide get top-notch advice on the intersection of business and IT.  
[www.insynq.nl](http://www.insynq.nl)



**Name:** Elision NV  
**Industry:** IT and Services  
**Number of employees:** 11-50

With its solidly-grounded commerce skills and technical knowledge, Elision is a trusted advisor for building high-end commerce trade channels. Elision delivers solutions that guarantee a consistent interaction over all channels and touchpoints. Elision has offices in Belgium and the Netherlands.  
[www.elision.eu/en](http://www.elision.eu/en)



**Name:** VCD IT Group  
**Industry:** IT and Services  
**Number of employees:** 300+

VCD IT Group delivers with more than 320 employees customized ICT solutions and services to healthcare organizations, retail & logistics, industry, government, and business services. With offices in Groningen, Eindhoven, and Delft in the Netherlands, VCD is a full-service provider, which offers consultancy and software as well as infrastructure and management services.  
[www.vcd.nl](http://www.vcd.nl)

\* VINCI Energies acquired the VCD IT Group in 2017. Starting on October 1, 2017, VCD will continue under the ICT brand of VINCI Energies named Axians.

### The Situation

SAP Netherlands is dedicated to making the Dutch partner network the most effective in EMEA; therefore, upskilling and developing their partners' sales skills is a crucial objective. As a part of this process, SAP Netherlands discovered that their partners' sales executives need assistance winning net new name customers and in protecting and upselling to their current key customer accounts. The partners needed the right sales skills to assist them to overcome these challenges.

### The Enablement Activity

INSynQ, Elision and VCD were invited by SAP and PDAGroup to participate in the Inspirational Selling Program in 2017. From May to July, five selected account executives from SAP Partners in the Netherlands were invited to take part in the program, two from both INSynQ and VCD, and one from Elision.

With the Inspirational Selling Program, the account executives began growing their high-priority accounts more strategically. The growth was achieved by infusing specific design thinking tools and techniques into the sales account planning process and by profiting from the highly-effective targeted blended learning sessions throughout the program.

The Inspirational Selling Program consists of:

**Account prioritization** – Using a powerful and systematic method, the accounts for which sales opportunities had to be identified were ranked in order from those with the highest potential to those with the least by the account executives.

**On-site Workshop** – The account team was brought together to gain a common and in-depth understanding of the customers' needs, operations, and people. Jointly, new ideas to innovate, transform, and improve the customers' capabilities were discovered.

**Virtual learnings** – The account executives participated in virtual live classes to upskill their prospecting, value conversation and (virtual) presentation skills as well as prepare themselves for the final customer presentation.

**Validation** – The account executives applied their newly enhanced skills as they simulated giving presentation to the chosen key accounts. Their presentations were first practiced in a safe environment within the Inspirational Selling Program, and the account executives received final

feedback on their own presentations before making their pitches to the actual accounts at a later stage after the program.

Throughout the Inspirational Selling Program, the account executives got a deeper understanding of their accounts' businesses and end customers as well as key customer contacts. Fresh insights helped the account executives paint a more clear and vivid picture of market trends and their accounts' needs. This improved understanding led to valuable ideas about sales opportunities for INSynQ, Elision, and VCD – making it clear to them which solutions and services they could provide to their key accounts as well as how to best position them. Before preparing for their customer presentations, the account executives validated their previously undiscovered opportunities.

### The Result

After the Inspirational Selling Program, INSynQ, Elision, and VCD adopted the Inspirational Selling approach to account planning. The account executives transferred their newly acquired knowledge to their colleagues, transforming their sales teams into trusted advisors for their clients. This transformation led to an increase in both cross and upselling opportunities in both existing and net new name accounts.

On average, future pipeline of € 400,000 was built per sales executive thanks to this consistent approach to strategic account planning.

### About PDAgroup

PDAgroup supports companies with specific and tailored training programs in the areas of sales, marketing, channel management, innovation, as well as strategy and human resources management. In order to guarantee that the training program will achieve the best results, different analysis tools are used to identify strengths, weaknesses and potential of the company at the beginning of the process. PDAgroup has already trained more than 4000 people in over 60 countries.

#### Contact:

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“ The program covered a lot of essential sales topics: from communication techniques till hands-on models and instruments to support you as a sales professional with Strategic Account Management. The structure was clear, logical and effective and gave me new insights which I could put into practice right away. I really liked the individual coaching sessions and the assignments which were set-up in small classes. This really allowed to share knowledge and experiences with fellow sales professionals.

Due to the training and extensive contact with one of the PDAgroup coaches I discovered a new opportunity at one of my key accounts which resulted in a great opportunity for our company.”

Olivier Tahey  
Business Development Manager  
Elision NV



“ In the Netherlands, our investment in the Inspirational Selling Program made sense because it bolsters two essential pillars of success in reselling: It helps our partners build pipeline while they develop and perfect vital sales skills. Since it is an in-depth program and not a one day workshop and participants immediately applied what they had learnt throughout the program, the training content really “stuck”.

In the end, the partner sales executives' final presentation for the validation was incredible proof of how much they had learnt!”

Djoekie Klein  
Channel Development Manager  
SAP



“ The Program covered new & traditional sales techniques, delivered in a concise way that was easily to absorb. The structure was clear and logical. This format also highlighted potential opportunities within my portfolio.”

Jasper Alkema  
Business Development Financial &  
Business Services  
VCD IT Group

