

# One of World's Largest Technology Companies uses *Mobi-RolePlay™* to Put Sales Playbooks into Action

**Hewlett Packard (HP)** creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world.

**Challenge:** HP wanted to re-align their sales organizations in order to support new sales strategy. The challenge was how to cost effectively provide a consistent sales enablement platform to improve the performance of these new market strategies. Traditionally changes of this size take years for transformation to take place. In order to be competitive, the company needed to see measurable change in less than two years with over 30,000 global sales employees.

The organization looked for a solution that would provide them a new game plan on how to move all of the sales reps in the right direction - and ensure they were actually executing this new game plan without spending millions of dollars on travel.

**Solution:** HP incorporated *Mobi-RolePlay™*, a customizable conversation simulator, into its two-step process.

Step One: Implement a series of sales playbooks to align how sales reps target each of their accounts, how to properly position the company's solutions and how to effectively demonstrate their value proposition.

Sales playbooks are nothing new at HP and have been used for several years. The sales playbooks contained pre-packaged sales scripts, competitive information, product alignment, industry knowledge and client profile data as templates for each of the sales rep's targeted accounts.

Arming each rep and channel partner with this information was easy. Seeing if they actually executed was the challenge.

Step Two: Ensure the sales force acquires the understanding and ability to properly align the new sales strategy with prospects and existing customers.

Traditionally the only method of measuring how well a sales rep is executing the playbook is through monthly reports, pipeline activity and of course, sales. Because there was also a

over...

mandate to cut back on travel, sales managers were left with a new challenge as well – how do I coach someone on the playbook if we can't go on sales calls together?

To help accomplish Step Two, HP incorporated Mobi-RolePlay™ to set up mobile simulations in multiple languages as needed by the sales teams. By giving sales reps the ability to practice their positioning statements with the tried and true responses to customer questions, HP was able to immediately measure how well a sales rep could communicate this information. Mobi-RolePlay™ scores each rep's responses to prompts given to them from the simulator. The scores are based upon keywords extracted from their recorded responses.

"We know from experience what a sales rep should be saying in a meeting with a customer or prospect to clearly communicate our value proposition," states one of the HP program managers. "We've taken away many of the live and face-to-face coaching opportunities to manage costs. By setting up simulated sales situations in Mobi-RolePlay™, the sales manager can still get a realistic view of how their sales reps would interact within a sales conversation and address any areas of concern directly with this rep based that result from the simulation score."

**Results** The change management team involved in deploying the new sales enablement program demonstrated ROI from this program in the following areas:

- Decrease costs associated with travel
- Increased knowledge transfer
- Increase in transparency of how sales reps explain value proposition to customers
- Faster response times to low performers to get them on track
- Lower delivery cost of training content

KnowledgeShift Inc. creates voice enablement solutions to solve business challenges. It's core product Mobi-RolePlay™ allows you to build interactive audio scripts for training, marketing and data capture. Available in 40 languages, the tool is used by Fortune 500 and small companies alike, serving global industries in technology, retail, financial services, insurance, and agricultural sectors, to name a few.

For more information on how your organization can tap into the power of Mobi-RolePlay™ contact [sales@knowledgeshift.net](mailto:sales@knowledgeshift.net) or call 888-929-2950.