

Dedicated Quarterly Sales Plays

Alteryx | Expanding across the Office of Finance

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Expanding across the Office of Finance



SITUATION / PROBLEM

Growth opportunities varied by market. MEA, as an emerging region, needed new-logo acquisition, while mature European markets offered stronger expansion potential within existing customers. Generic product-led campaigns did not sufficiently reflect regional priorities or the wider opportunity across finance functions.

TASK

Build repeatable, data-driven quarterly sales plays that simultaneously broadened seller capability, generated new pipeline and accelerated existing opportunities. Align each play to regional revenue targets, market maturity, customer segments and priority finance use cases.

ACTION

Market intelligence and targeting: Analysed account, product and whitespace data to segment prospects and customers, prioritise new-logo versus expansion opportunities, and identify relevant finance buyers.

Blended learning and capability: Equipped sellers with finance-function knowledge, buyer personas, discovery questions, value hypotheses and solution positioning through on-demand learning, live workshops, role play and manager reinforcement.

Quarter-long execution: Sequenced enablement with targeted prospecting, account planning, marketing campaigns, customer events and opportunity coaching, so learning was applied directly to live accounts and deals.

Cross-functional alignment: Coordinated Sales, Sales Leadership, Marketing, Product and Revenue Operations around common targets, activities and performance reviews.

Broader customer conversations: Expanded beyond initial use cases into FP&A, Accounting and Close, Controllershship, Treasury, Risk and Compliance, Tax and Finance Operations.

RESULT

The wider Alteryx EMEA transformation delivered stronger pipeline coverage and larger average deals. Quarterly sales plays contributed a structured mechanism for building seller capability while creating and progressing opportunities.

1.5x → 3x

EMEA pipeline coverage

\$15k → \$80k

Average deal size

Attribution note: These are outcomes of the broader Alteryx EMEA transformation. The specific contribution of the Office of Finance sales plays was not separately quantified.