



INFOVISTA / SALES METHODOLOGY TRANSFORMATION

ValueSelling Transformation

Creating a common sales language

SITUATION / PROBLEM

Product-focused selling, inconsistent sales terminology and discovery practices, lengthy qualification cycles and time invested in opportunities unlikely to close. A product-centric approach constrained larger, solution-led conversations.

TASK

Establish a consistent, customer-value-led sales methodology across approximately 350 sellers, improving qualification, commercial conversations and sales effectiveness.

ACTION

Built the business case for investment and led the global enablement function in introducing ValueSelling. Rolled out in stages: executives first, followed by lines of business (including Product Management and Marketing), sales leadership and sellers. Embedded a common qualification language through coaching, early-stage deal reviews and integration into Salesforce. Delivered blended learning through gamified eLearning and on-demand modules, plus interactive, experiential in-person sessions in London, Dubai and Washington, DC, including role play and certification.

RESULT

+50%

Average deal size

Improved

Win ratio — not quantified

Reported outcomes of the broader Infovista enablement transformation; they are not isolated causal measurements of ValueSelling alone.