



## Winning Major Opportunities – Case Study

Inmarsat, a satellite/communication company, had launched a satellite to provide a new data communication service across most of the globe. This is a £1b investment for the company. The challenge facing the sales team has been to forward-sell a service not currently available.

The team, situated in Washington had developed a healthy pipeline of opportunities. The challenge facing management was to understand how strong this pipeline really was, adopt a best practice method to progress the opportunities and a common language to review and challenge the opportunities.

Powerhouse worked with Inmarsat management to tailor an opportunity planning tool (Win Plan) the team could use and then coached the team in its use to help progress their major deals.

As the team developed Win Plans they found having a structured approach to winning business gave them real clarity on what they needed to do to **win**. Next, coaching for management was provided to ensure the team was supported in using Win Plan's with all their pipeline opportunities and to review their progress.

The result has been increased confidence by Inmarsat management in the pipeline and the knowledge that everything is being done to turn these opportunities into profitable business and the faster closure of a number of major wins.

This strategic approach to winning business is now embedded in the way they work.

### **James Collett Director of Primary Partners Inmarsat said;**

*"After most programmes I have come back with good intent, which is not always actioned. This time we are clear on the critical things we have to do, and are doing them with Powerhouse's follow-up coaching. I now have regular reviews of individual's pipeline using the Win Plans. The reviews have given me more confidence that we are doing everything we can to achieve our sales target."*

### **Debbie Jones HR Board director of Inmarsat**

*"The group made a quantum leap in confidence and skills that will last"*

**Comments from participants of the programme:**

- *We got professional support and advice to drive customer focus of Inmarsat business*
- *Developed best practice for simplifying complex account development problems*
- *The Programme delivered the tools I needed to win these complex deals*
- *The programme was tailored for us, not generic. Hardworking and challenging*
- *Well planned and organised / very focused and responsive*

Powerhouse Partnership, A referral based company, helps sales people and professionals win new business and increase organic revenue growth. Powerhouse partners design and lead sales and marketing transformation programmes that focus on how clients buy rather than how a company sells.