

CLIENT SUCCESS STORY

BP3 Global

Information Technology & Services Company
Increases Win Rate by 20%

BP3 Global delivers transformative solutions that help enterprise-level organizations realize their digital strategies by connecting people, processes, and technologies. The company provides digital process, decision management, and analytics software and services to Fortune 500 businesses in the financial services, retail, healthcare, and energy sectors.

Founded in 2007, BP3 has earned a reputation for providing large multinational brands with award-winning outcomes. Though the company achieved great success, leadership was seeking to further its growth and implement a cohesive sales strategy.

“Our sellers have various backgrounds, philosophies, and sales roles. Their approach, language, and how they’d quantify opportunities was inconsistent. While they achieved success by doing different things, we knew we could achieve even greater success if they all spoke the same language and followed the same steps,” explained Lance Gibbs, Chairman of BP3. “We needed to adopt a base framework and overall strategy that aligned with the way buyers buy today.”

Solutions

After conducting extensive research, BP3 partnered with RAIN Group and underwent a complete transformation to change how their sellers communicated. RAIN Group:

- Analyzed the team of senior consultants using the [Rainmaker Assessment](#) to identify selling strengths and potential.
- Developed and delivered a customized [Insight Selling](#) training program. The 2-day workshop taught sellers how to create conversations based on ideas, inspire with insights, and set themselves and their companies apart from the competition.

- Created customized messaging tools, focusing on specific stories and questions BP3 sellers could use to educate buyers.
- Delivered a [Strategic Account Management \(SAM\)](#) workshop where sellers learned how to penetrate, expand, and protect strategic accounts.
- Reinforced training with [Insight Selling](#) and [Strategic Account Management eLearning programs](#) and [RAIN MailSM](#), a mobile and email app that presents sales scenarios with difficult choices and immediate feedback.

“The training taught us how to create conversations with buyers on the premise of ideas and insights. We discussed ways to enable collaboration, personality types for buyers, and how to frame offers in our buyers’ language,” shared Gibbs.

Results

The [Insight Selling](#) and [SAM](#) workshops, online lessons, and [RAIN Mail](#) played a vital role in BP3’s success. Key metrics achieved include:

- **Achieved a 65% win rate in Q1 with a continuing 20% gain.**
- **One senior consultant closed a 3-year software agreement with an \$80B financial institution** using the concepts learned in the [Insight Selling](#) workshop.
- Since the [SAM](#) workshop, **a client renewed BP3’s services commitment and is looking to expand and launch additional programs.**

“We’ve experienced significant behavior change since the trainings. Now, our team speaks the same language when we’re approaching existing clients and trying to attract new ones. We have a specific plan, roles, and script. Deals that previously lingered for six months without movement are now moving up or out, allowing sellers to focus on other deals. RAIN Group understood our industry and situation. As a result, their solutions have created fantastic opportunities for expansion.”

Lance Gibbs, Chairman, BP3 Global