



Winning Sales Cadence

This award recognizes an individual, team or organization who has optimized their sales cadences through a best-practice approach to improve efficiency, consistency, and performance, achieving outcomes such as increased pipeline, conversion rate, and revenue.

THE WINNER

NIQ

The Challenge

With a new, state-of-the-art platform, new predictive analytics solutions, and more channel coverage than ever, NielsenIQ (NIQ) sellers have more opportunities than ever to bring clients the Full View of consumer behavior. To keep up with rapid change, it's critical that NIQ teams quickly assess the complexity of each sales cycle and respond with urgency and customer focus.

The pace of change and innovation at NIQ over the past 18 months has been astounding. They're rolling out a number of new products and upgrades to their core measurement solutions, all of which are directly influenced by the voice of their customers. Speed to market is key when everyone is trying to gain a data-driven edge. Helping sellers deliver that edge to their customers requires tremendous agility and discipline.

The Operational Approach

NIQ is using multiple sales engagement tools to create a tech-centric approach to bringing the Full View of the market—and their extensive portfolio-- to their clients. Their systematic approach to selling, enabled by technology, ensures everyone in the sales cycle, from lead generation through to deal closure, is intimately familiar with their customers' evolving needs and working diligently to solve them.

Operational Results

For NIQ power users, particularly when combined with Salesloft, this tech and data-driven approach has helped them to perform up to 20% better than their prior baseline. NIQ also saw that their focus on role-specific enablement netted great adoption metrics, growing their power user segment by 25% and showcasing more intimate customer knowledge throughout the sales cycle with a 36% increase in activities tracked with Salesloft.

"We believe that by putting valuable processes in place for our sales teams to control the controllables, we allow them to focus on the unique value they bring to every customer conversation. Reducing focus on that internal "to do" list is top of mind for everyone these days. We are taking this approach to customer problem solving even further now, modeling it to the NIQ teams that are responsible for helping our customers maximize the value they receive from their investment with us."

Nicole Collida Davis, SVP, Global Revenue Operations, NielsenIQ