

## A NEW PRODUCT. A NEW MESSAGE. NEW SUCCESS.

How a software vendor launched a new platform, created new messaging, and dramatically improved their Average Contract Value (ACV)



Plum.io

### AT A GLANCE

#### Challenges

- Missing the "aha" moment for prospects that affect sales success
- Challenged to increase ACV 5X for new product
- Needed messaging to launch a new product platform

#### Benefits

- Increased ACV by 12X
- Achieved instant buy-in from Account Executives and Product Team
- Created effective messaging while teaching new skills to make the client self-sufficient



*"Rob always delivers. He transformed the way our company thinks about messaging and sales presentations. He really got us to understand the science behind getting people to engage and remember Plum. There is a science behind what Rob does and he's excellent at it."*

**Caitlin McGregor, CEO**

Plum.io

### CAITLIN'S PLUM.IO STORY

We've struggled for our company's entire existence to get clients to the "aha moment" of what differentiates Plum compared to all other companies in our space. All of our explanations were too scientific and never landed the way we needed them to. It's because of working with Rob that we finally nailed how to get people to instantly understand our value prop. He helped us craft the perfect analogy that sparks intrigue at the beginning of our conversations and meetings.

We were launching a new platform focusing on Talent Management that was priced 5X our existing Talent Acquisition offering. It was a massive change and I knew I needed messaging and a new sales presentation to show why our new product brought the value that was worth a higher price tag.

Working with Rob we created a new narrative. It was an interactive process with Rob learning about our business and us learning how to use storytelling techniques to capture people's attention, make them remember, and repeat our messages.

Then on a Thursday at 3:30 pm I presented our new messaging to one of our Enterprise Account Executives. After seeing the new presentation he said, *"We're shortlisted for an RFP on Talent Acquisition and tomorrow morning they want a presentation on the new Talent Management product. I need to present to 40 global executives as the final stage of the RFP selection next week. I love this new presentation and want to present it at 9 am tomorrow morning."*

The next morning he presented the new messaging.

The prospect came back on Monday and said to scrap everything about Talent Acquisition. They only wanted the exact same presentation on Talent Management delivered to their executives. A week later we found out we won the RFP and it closed a three-year deal being rolled out to 5,000 employees. This deal was 12X our old average deal size. The next week we used the same messaging on a similarly sized deal which we also won. We've validated our new product and have seen our largest growth and ACVs ever.

Rob was an excellent guide and partner in figuring out exactly what worked for Plum and made sure he taught us to fish along the way. I'm not exaggerating when I say he was well worth the investment and has had a profound positive impact on our business.