



TELECOM GIANT UNLOCKS \$58M IN NEW REVENUE

SHIFTUP TRANSFORMS SALES APPROACH FOR COMPLEX PRODUCTS

THE CHALLENGE

This national telecom company faced a critical sales hurdle: its team couldn't effectively sell new complex products that required:

- Identifying fresh business opportunities within customer organizations
- Engaging with unfamiliar stakeholders and decision-makers
- Securing meetings with executives outside their normal contacts
- Conducting entirely different types of business conversations

"ShiftUp gave our team a new way to sell—and it worked."

THE BREAKTHROUGH

By implementing ShiftUp's structured go-to-market methodology with 200 sales representatives:

- **100 NET NEW OPPORTUNITIES** identified in just 60 days
- **\$58 MILLION IN NEW PIPELINE** generated within six months
- **10% OF ANNUAL QUOTA** achieved through these new opportunities

HOW IT WORKED: TWO SUCCESS STORIES

UTILITY SECTOR: \$340K DEAL UNLOCKED

A representative who previously struggled with a utility prospect used ShiftUp's conversation roadmap to:

- Build immediate credibility with multiple new stakeholders
- Control the sales cycle through strategic conversation planning
- Secure a \$340,000 deal with recurring revenue potential

FINANCIAL SERVICES: MULTI-MILLION EXPANSION

Another team transformed their approach with a financial services client:

- Uncovered hidden business challenges invisible to traditional sales approaches
- Expanded deal scope based on newly discovered business value
- Secured a multi-million-dollar contract that exceeded initial projections

THE SHIFTUP ADVANTAGE

ShiftUp's methodology delivered immediate value through:

1. **Strategic Account Planning:** Structured approach to identifying business changes and potential value creation
2. **Stakeholder Mapping:** Tools for identifying and accessing new decision-makers
3. **Conversation Frameworks:** Guided approaches for having value-focused discussions
4. **Sales Cycle Management:** Techniques for controlling complex sales processes

THE BOTTOM LINE

When facing the challenge of selling complex emerging products, this national telecom provider turned to ShiftUp's and transformed its results. The impact was immediate and substantial—\$58 million in new revenue within six months that might have otherwise remained undiscovered.



Deploy in Days. Transform Forever.

Enterprise-grade security and compliance

salesforce

PARTNER



Salesforce native - no add-ons required

To learn more, go to www.shiftupai.com