



“Strategy Mapper has made account planning and execution simple, yet highly effective in driving account growth.”

Mike Lewis – Chief Revenue Officer

YourEncore is the leading provider of proven expertise to the life sciences and consumer goods industries. We cultivate and nurture a network of experts rich in experience and technical know-how for flexible resourcing and consulting engagements. Our experts help clients outthink, outpace, and outperform the competition by supporting critical decisions, filling resource gaps, and solving complex problems. In 2016 we wanted to address some pain points we had in our sales processes and found Strategy Mapper. The challenges we specifically want to address were:

- **Lack of account planning** - In some cases our account teams didn't have plans for the development and growth of their customer accounts. Some teams did have plans, but there was no visibility into the plans and the plans' activities. Strategy Mapper has been implemented on a select number of accounts that have been targeted for growth. We can use the milestones in Strategy Mapper for a clear view of the activities in the plan and how the plan is progressing. Since Strategy Mapper is a native Salesforce app it was easy for the account teams to adopt.
- **Account plan consistency** – In the teams that did have account plans, the plans weren't always consistent. Strategy Mapper allowed for this consistency by employing its template technology. We now get consistent, repeatable plans and can report on and learn from the planned activities.
- **Customer org visibility** - One of the benefits of Strategy Mapper that we use is the Org Map feature. This interactive feature allows us to view and modify the customer reporting structure along with roles and stances of each individual in the Org Map and this is all stored natively in our Salesforce.com org.

According to Mike Lewis, Chief Revenue Officer, *since using Strategy Mapper YourEncore, has realized an increased usage of Salesforce.* This has driven more and better customer engagement. YourEncore account teams are able to reduce the amount of effort creating and maintaining account and opportunity plans, giving them more time to spend with customers. This results in more customer satisfaction and increased revenue. All of the plans generated using Strategy Mapper are automatically stored and updated natively in our Salesforce org, giving the entire executive team complete transparency into our key accounts.