

CRAFTING DIFFERENTIATED VALUE STORYTELLING TO DRIVE NEW CUSTOMER REVENUE GROWTH

EXECUTIVE SUMMARY

Triptych wanted to improve their go-to-market strategy and generate new growth opportunities. In order to accomplish this, a new approach would be needed, pivoting from a legacy product-led approach, to focus more on what today's frugal buyer needed: A business value approach.

The Triptych sales leadership team partnered with Genius Drive to create a new value positioning framework and an ROI quantification model. With this framework and model, the team was able to create value-based outreach campaigns and fuel engagement conversations and processes. This directly yielded incremental opportunities, and helped to inspire buyer change and financially justify purchase decisions.

CHALLENGE

Triptych was struggling with getting buyers to the next step in their decision making process. Too often, initial conversations and engagements wouldn't be enough to motivate buyers to action. The Triptych sales enablement solution was compelling, especially for sales enablement in regulated industries, but with too little quantification as to the tangible business value outcomes, most opportunities would stall and far too many opportunities were being lost to "do nothing".

Triptych needed a credible way to communicate and quantify their differentiating value story to their prospects.



Company: Triptych



Industry: Sales Enablement Software



Business Model: Triptych provides sales enablement and execution software helping to create more timely, personalized and compliance assured customer engagements and deliverables for direct and agent sales teams within regulated markets.

<https://www.triptych.com/>



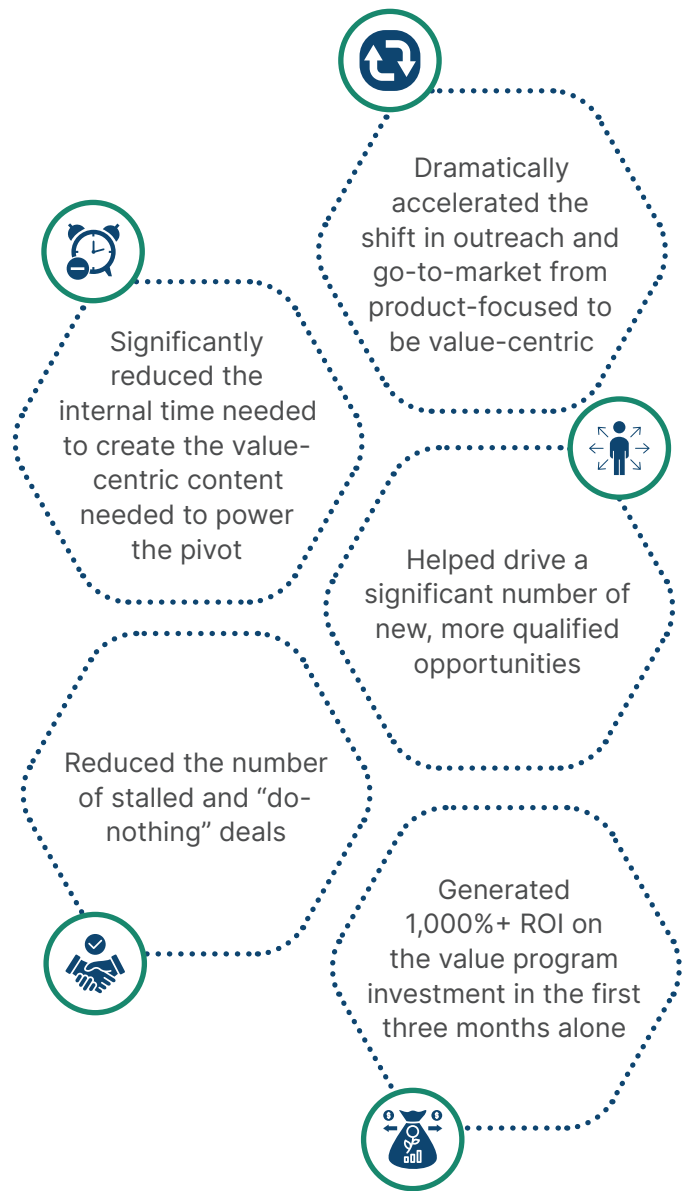
Leveraging the value expertise from Genius Drive, we were able to quickly revamp our go-to-market approach on differentiating value, generating new opportunities, better motivating customer buying journeys and credibly justifying client's purchase decisions. For us, Genius Drive translated directly into a stronger competitive advantage and accelerated revenue growth.

– **CRAIG NELSON**, VICE PRESIDENT - SALES & MARKETING, TRIPTYCH



RESULTS AND BENEFITS

Genius Drive helped Triptych to:



IMPLEMENTATION PROCESS

Genius Drive worked with the Triptych sales leadership to create a value framework and quantification model. This included:

- Developing value positioning and storytelling for each target buyer personas.
- Created a challenge discovery framework, to assess buyer pains and focus the team on the most compelling buyer challenges and value outcomes.
- Developed a spreadsheet ROI model, to quantify the value of Triptych solutions for particular customer industries and sales execution models (direct / indirect).
- Created a framework for delivering third-party validated financial justification analyses and reports.