

CLIENT: CSC CONSULTING

PROJECT: CUSTOMIZED BUSINESS DEVELOPMENT PROGRAM

Background:

With a 48-year record of delivering business results to commercial and government clients worldwide, CSC Consulting puts IT to work in practical, bottom-line ways for its clients, helping them to increase productivity and reduce cost.

Challenge:

The Consulting and Systems Integration division of Computer Sciences Corporation (CSC) recognized that the conventional approach to business development no longer worked and took dramatic steps to overhaul its business development philosophy and procedures. Before this shift, the sales process depended largely on the Account Team's ability to think on its feet while pursuing an opportunity, relying on familiarity with the market and CSC's reputation to win. There was no real framework for the sales process and no common language or approach for going to the marketplace or creating tangible business and personal value for CSC clients.

Solution:

CSC launched a bold initiative to symbolize a more aggressive venture into new business development and to emphasize being "on the frontier of client service" and enlisted NewLeaf to develop and help implement a customized sales program. The sales methodology provided a framework for developing a sales plan to pursue the right opportunities and help sales teams to first analyze each opportunity to determine whether it was worth pursuing. Once the sales team qualified an opportunity, they learned to document the client's political issues, identify and profile key decision-makers and influencers and define an action plan to optimize sales resources. The initiative also provided the sales organization with a common language for discussing opportunities.

Results:

The intent of the new sales program was to make the sales process just as high quality as an actual consulting engagement to emphasize the "CSC experience". CSC's Account Team has elevated its effectiveness through the ability to:

- Articulate a philosophy emphasizing business and personal value based on an empathetic view of what clients' experience as they choose consultants.
- Create a business development process that differentiates CSC in the marketplace and provides a common approach to selling services.
- Implement a comprehensive curriculum and coaching program to develop CSC's people, fuel their growth and improve their business development skills.