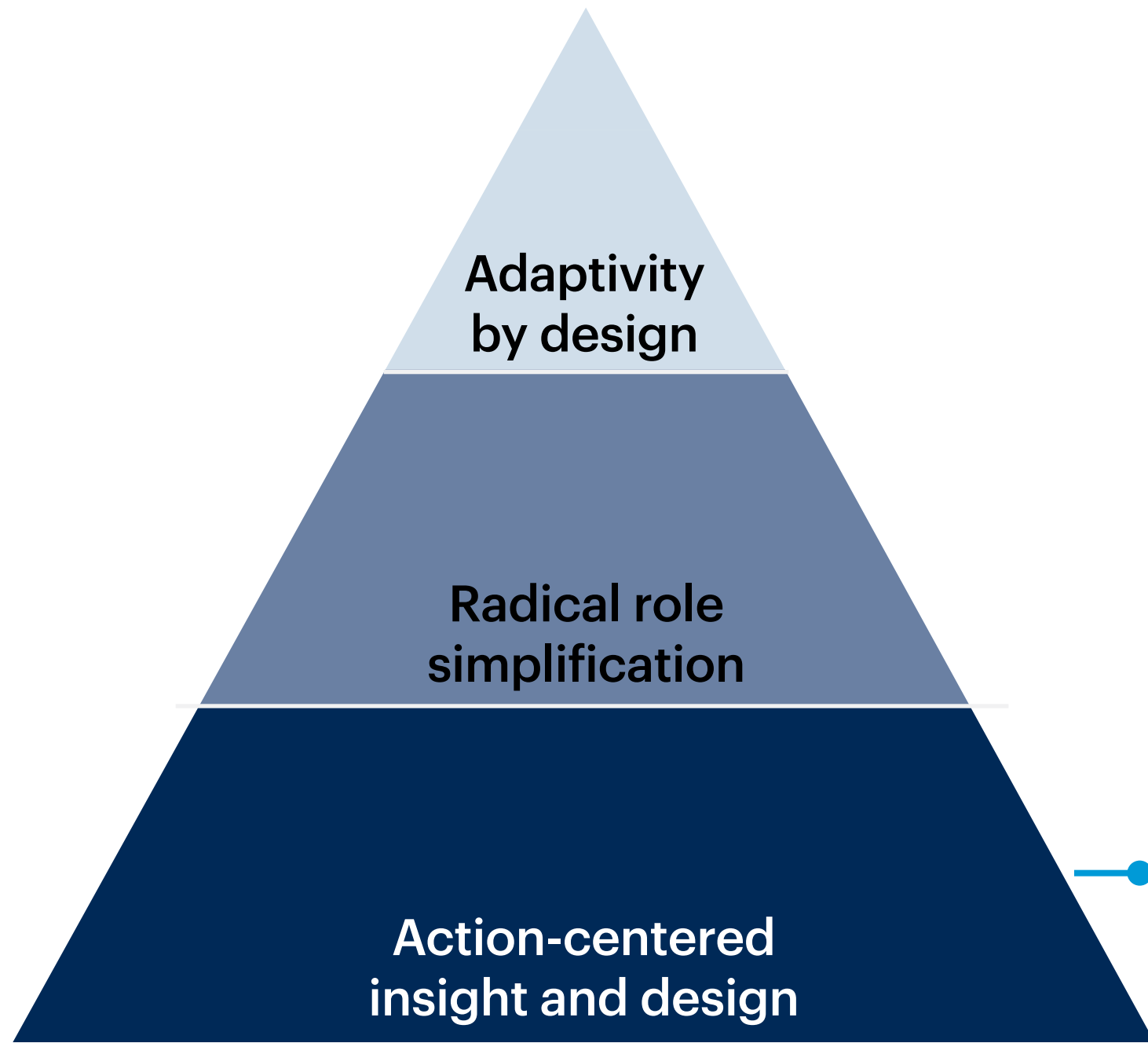


Top Performing Sales Teams in Action

How Mimecast used action-centered insight and design to drive sales success

The Insight

Leading sales organizations do 3 things differently



1. They help teams adapt to change.

2. They simplify sellers' roles to focus on high-impact activities.


3. They use data-driven insights to pinpoint seller actions that get results.


Organizations that leverage action-centered insight and design are **2.5x** more likely to be top performers than organizations lacking this approach.


In Action



How Mimecast realized the value of a trial for themselves:


- 


Identify the problem: Mimecast pinpointed underperformance areas, like customer drop-off during discovery, using data and interviews to find root causes.
- 


Find what seller actions work: They found that top sellers spoke less and asked more questions, allowing customers to realize trial value themselves.
- 


Turn new behaviors into habits: Mimecast transformed this seller behavior insight into habit with training, encouragement, reinforcement and regular assessment.

The Results

- 

30% increase in lead conversion
- 

173% rise in pipeline volume
- 

25% growth in average customer size
- 

77.5% boost in order value

Want more insights to help your team focus on the actions that get results?

→ [Download The DNA of Top Sales Organizations](#)

