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Two things SiriusDecisions brought to the project – one was dedicated focus, and the second was benchmarking; being able to measure what success looks like was key.

Patrick Hodges

Senior Vice President of Global Sales

17%

year-over-year increase in sales rep productivity



Challenge

Blackbaud needed to dramatically increase overall sales efficiency and effectiveness, **improving the productivity of the entire sales organization**, from individual contributors to sales managers.



Solution

Collaborated to benchmark sales efficiency and effectiveness work against peers of similar size and scope, and **provided two dedicated SiriusDecisions resources to fill personnel and bandwidth gaps** to complete the planning project.



Result

Increased the efficiency of the sales team in executing key sales tasks and compiling reports and information. Significantly saved the sales team's time and energy.