



ADI's success with a sales process based on the buyer's journey is a compelling example of how buyer insights can support sales productivity improvements and form the basis of other transformation efforts.

Able to collect and analyze data about selling and buying activity

to identify and improve methods, content and engagement activities.



Challenge

To better position its offerings in the market, gain competitive advantage and achieve revenue growth objectives, ADI decided it needed to revamp its sales process to align with the customer buying cycle so sales reps could more effectively understand and engage with buyers.



Solution

ADI gathered data from work done on the buyer's journey and buyer personas. From this work, **ADI developed a preliminary buyer's journey model.** ADI developed the rest of the sales process using a **value stream approach.** ADI also implemented two sales tools: a new sales portal to give reps access to critical assets and information, and new mobile hardware to allow them to more effectively present materials and collaborate.



Result

ADI **improved its ability to accurately track and facilitate the progress** of prospects and customers through the buyer's journey. **Sales reps and content assets are attuned to buyer needs,** and reps have more time to discuss those needs with buyers instead of assembling their own content.