

JAMA SOFTWARE: Real-Time Deal Scoring

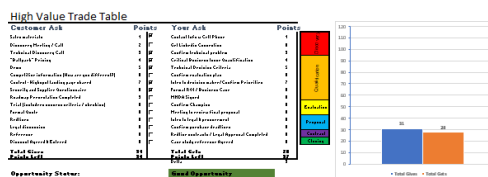
Using simple and repeatable techniques, Sales Gauge is able to provide a training that highlighted for Jama Software (“Jama”) a standardized way to analyze deals in real-time and accelerate the pipeline opportunities to closure.

"The Sales Gauge High Value Trade program gave us the ability to see what we anecdotally knew but lacked the measurable data to educate the sales professionals on when to walk away from a deal."
- Tom Tseki CRO



Company

Jama Software is focused on maximizing innovation success. Numerous firsts for humanity in fields such as fuel cells, electrification, space, autonomous vehicles, surgical robotics, and more all rely on Jama Connect® to minimize the risk of product failure, delays, cost overruns, compliance gaps, defects, and rework. Jama Connect uniquely creates Live Traceability™ through siloed development, test, and risk activities to provide end-to-end compliance, risk mitigation, and process improvement. Our rapidly growing customer base of more than 12.5 million users across 30 countries spans the automotive, medical device, life sciences, semiconductor, aerospace & defense, industrial manufacturing, financial services, and insurance industries.



The Challenges

Jama wanted to provide their sales professionals with a standard way of scoring deals and having leading indicators that would highlight which deals are headed towards a no decision deal and therefore would be a waste of time if nothing was done to course correct. This deal scoring not only highlights where there is an issue but also provides a roadmap to what needs to be done to get it back on track. Additionally, the scoring system also tells the Jama sales team whether there is a real opportunity and if it is worth investing time in.

The Sales Gauge Solution

Sales Gauge worked with the Jama sales team to identify the specific measurable actions that clients and Jama needed to complete to effectively move deals through the pipeline stages. This specific set of matched trades ensures the prospect and Jama stay invested in a deal in a balanced manner. The High Value Trades (HVT) system is measured in real time in Jama's CRM and scores the deals based on the ranking of the HVTs, enabling the sales team to visualize and quantify their deals. This also serves as a measurable check to ensure the deals are in the correct stages based on the measurable activities that have taken place.

The Approach

The training is inspired by a book by Chris Vos, *Never Split the Difference: Negotiating As If Your Life Depended On It*. Sales professionals in most industries confuse servicing clients by doing whatever they ask them to do with qualifying a deal. Contrast this with experienced professionals that know:

- How to ask the prospect to validate their requirements
- How to get to Decision Makers even when their contacts are reluctant to introduce them
- How to gather business impact metrics early in the deal
- How to build a “back of the napkin” ROI and gain agreement before wasting time

Business Benefits

- Real-time deal scoring:
- Identify Stage 2 deals that will end in no decision
 - Invest time in winnable deals vs. time spent on opportunities where there is no deal
 - Reps know what the next desired action needs to be
 - Use data to validate the deal stage
 - Build confidence to ensure sales people are able to forecast more accurately and know when to close

The Sales Gauge - JAMA Story

The Sales Gauge HVT training provided the scientific method that Jama was looking for – a measured “opportunity health score” along with a “next action(s)” that need to be taken. It took what was known anecdotally and put a standard process around it that is measurable and repeatable.

The HVT training consists of self-paced eLearning that provides the lecture portion of the HVT concepts. The instructor-led virtual sessions include a group exercise that brainstorms, documents, and ranks the solution sales process that was specific to the Jama offering. Once these are agreed upon and entered into the Sales Gauge HVT tool the teams utilize this on live deals. They score the deals and then defend them, proving to themselves they have valid opportunities.

The session ensures the sales professional can identify the steps they and the prospect have taken together and the evidence that supports a deal in a particular stage in the CRM. The technique not only highlights a deal that should be forecasted to close but quickly screens out time-wasting deals or missed steps that the sales professional can take to re-engage the client and test the potential for closure.

Why Sales Gauge

Sales Gauge provides efficient, effective, and consistent training that enable sales organizations to stay competitive and win deals. With Sales Gauge sales training programs, you get real-time results. This is sales training that pays for itself before it's even over.