

Enviance: Driving Enterprise Selling and Account Management Success



THE CHALLENGE

Enviance is an environmental SaaS provider that enables organizations to measure, manage, and report environmental assets using its cloud platform to deliver findings to the world's largest corporations and government agencies. The Enviance sales process requires sophisticated and multi-dimensional negotiations involving numerous people across various departments.

Nigel Nugent, Vice President of Worldwide Sales, researched technologies that offer complete overviews of intricate account environments and sales. Having used the Miller Heiman® system before joining Enviance, Nugent sought a more comprehensive process that supported complex team selling and account management. "I wanted something easier to use, more intuitive, and that really allowed me to see a complete picture of an account."

Although he has been using the Salesforce® CRM system for years, Nugent found that the software doesn't provide the interface he needs. "Salesforce is a great way to keep on top of everything you're doing as a rep, but it's not a way of brainstorming and collaborating about how to influence that chain of people who eventually influence the one who makes the business decisions."

Given the geographically dispersed nature of the team, Nugent needed a virtual whiteboard as a brainstorming tool. Specifically, he needed a product that visually outlined the account's entire decision-making process as well as assess relationships and affinities.

THE SOLUTION

The Mindjet platform is primarily used in two ways: mapping accounts and creating an entire sales methodology suited specifically to each customer. "Mindjet software helps the sales guys go from A to B," says Nugent, "And it helps them make sure they hit every single component of the sales cycle and not miss a step."

Enviance's team-selling strategy involves providing detailed demonstrations. "We focus a lot of attention on providing the very best demo a potential client can see," says Nugent. The sales team is required to gather a large amount of information so the engineers can build the appropriate demo. At the core of this process is Mindjet, along with the cloud-based capabilities that help teams co-edit maps and share vital information. Enviance also gains value from Mindjet's account mapping capabilities.



Enviance is the leading provider of Environmental ERP software that lets companies know how their environmental performance affects their business.

CHALLENGE

Required an easy-to-use and flexible methodology for complex team selling along with an effective alternative to brainstorming on static whiteboards.

SOLUTION

Created a new sales methodology that mapped out every aspect of accounts. Planned complex client demonstrations and shared with team members.

RESULT

Sales won more accounts from custom demos built via Mindjet. Achieved a comprehensive view of complex negotiations.



Many of their accounts have multiple divisions and Enviance's SFA tool doesn't facilitate complex account association. "We use Mindjet to visually display all of the divisions and figure out how we can step into the different opportunities—who do we know who can influence a meeting or get us a contact?" Nugent also points out how the Mindjet platform has led to a more creative and visual mindset which is leading to Enviance's success. "Since introducing Mindjet's platform, our sales have increased 25% year over year. For a business to succeed it needs to be creative in how it creates and specifies a competitive event.

Mindjet enables companies to better do that, think critically and creatively about how a company can truly understand its competitive edge."

THE RESULTS

By using Mindjet software for collaborative account planning, the Enviance sales teams are able to capture the information they need to create effective demonstrations for their clients. "Last quarter using Mindjet we won every account that we forecast—every single one," proclaims Nugent, who attributes this largely to the quality of their demos. "Time and time again it comes back to the fact that I chose a

strategy of demonstration excellence; and absolutely, categorically—without Mindjet our demos wouldn't be as good as they are now."

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Nigel Nugent, VP of Worldwide Sales

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