

# Workforce Development & Training Provider

## At a glance

A \$300M workforce transformation company with 3,000 employees partnered with enterprises to build digital talent pipelines, helping clients reskill their workforce and accelerate digital transformation. The firm struggles to proactively surface enterprise clients' shifting workforce and digital transformation needs. This led to generic outreach, inconsistent account strategies, and reactive sales patterns.

### Key metrics



**+20%**

win rate in digital transformation accounts.



**25%**

higher stakeholder engagement across mapped accounts



**15%**

shorter average sales cycle

## CHALLENGES



- Limited visibility into enterprise priorities: Difficulty spotting which accounts were actively investing in reskilling and digital transformation.
- Generic outreach: One-size-fits-all messaging diluted impact with executives.
- Inconsistent account planning: Plans varied widely across reps, making it hard to scale best practices.
- Reactive engagement: Opportunities surfaced late, often after competitors gained ground.
- Weak relationship management: Lack of clarity on decision-making structures and stakeholder influence slowed deal momentum and weakened executive alignment.

## SOLUTIONS



Q-Pilot synthesized hiring signals, workforce trends, and digital transformation intent to highlight reskilling opportunities. Account Growth enabled structured, targeted account plans aligned with client workforce strategies. AI-enabled playbooks provided contextual messaging for executive-level conversations. Influence Maps uncovered hidden champions, blockers, and relationship dynamics within client organizations. Org Charts clarified reporting structures, helping reps prioritize executive sponsorship and build consensus across complex buying groups.

## BENEFITS



1

### Hyper-relevant executive engagement

Reps tailored conversations to strategic workforce priorities.

2

### Faster sales cycles

Early alignment with key stakeholders reduced delays and accelerated buying decisions.

3

### Consistent account discipline

Teams worked from structured plans and shared views, scaling best practices across the sales force.

4

### Stronger stakeholder management

Champions were nurtured proactively, detractors mitigated early, and relationship intelligence became a team asset rather than individual knowledge.

# NextQuarter



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