

*If we have data, let's look at data. If all we have are opinions, let's go with mine.*

– Jim Barksdale, former Netscape CEO

**AMEND**

Changing Lives. Transforming Businesses.

[www.amendllc.com](http://www.amendllc.com)

## Options. Analysis. Decisions.

Two leaders, two different backgrounds, two very different opinions about how to maintain their current strong growth and performance.

The leadership team at OMEGA Processing Systems was stuck. Their strategic plan didn't have the answers they needed. Other business leaders and peer-to-peer advisory groups didn't offer much help either. Even Google searching failed to turn up anything helpful.

"What's the best move? What actions do we need to take to continue to drive growth going forward?" The questions were simple. The answers were not.

Each leader had an idea of what to do, but their opinions and beliefs were shaded by their past experiences. The leader who came up through sales wanted to focus on selling more and driving the top line. The leader who came up through operations wanted to focus on effectiveness, or selling more to the most profitable customers, and driving the bottom line.

Both paths would continue to drive growth, but which path was the best path?

The best answer OMEGA's leaders had was, "I don't know."

That's why they turned to AMEND's Business Intelligence and Analytics Team for help. They knew AMEND's Analysts could turn their I-don't-knows into "Let's go!"

OMEGA's leaders worked with AMEND's analysts to gather information and data from the sales team and systems. Next they used the information and data to confirm that the current approach wasn't the best, and to understand why there were better options. Finally, they identified three clear actions to take to ensure OMEGA's continued future growth.

***This success is a great testament to the power of making data-driven decisions.***

*Before, OMEGA's sales team members sold mostly on gut feel and were frustrated with low commissions. **Now, they are selling based on hard data.** Now they have the information they need to make informed pricing decisions, and are **making more money because of it!***

***This is a win for our customers, a win for our sales team, and a win for OMEGA.***

Todd McHugh  
President

## Action. Surprise. Satisfaction.

### ACTION 1: Move toward ideal customer mix – quickly.

Their current approach was bringing in less profitable customers faster than it was bring in their most profitable customers. Since least profitable customers also typically require higher levels of interaction and support, this was a huge potential pitfall. Fixing customer mix was a must change area if OMEGA's leaders wanted profits to keep growing.

### ACTION 2: Leverage upgrades to drive profits.

AMEND's analysts recommended upgrading as many client accounts as possible. OMEGA's leaders agreed and implemented this strategy immediately. Now, more of OMEGA's clients are receiving the *just-right-for-them* service and support they need, and OMEGA is building a healthier bottom line. *A true win-win.*

ACTION 3: Sales team empowerment. The AMEND team built a Sales Margin and Commission Calculator that helped the sales team stay focused on selling the right solutions to the right customers at the right price. This tool was so effective one sales team member was able to increase his income on a sale by 7x during the week that the tool was in testing.

*Data helped get the OMEGA leadership and sales teams focused on the actions that made the most money.*

***Our analysis helped them not just sell more – it helped them sell more profitably.***

Matt Murphy  
AMEND Analytics Project Leader

OMEGA's President, Todd McHugh said, "This success is a great testament to the power of making data-driven decisions. Before, OMEGA's sales team members sold mostly on gut feel and were frustrated with low commissions. Now, they are selling based on hard data. Now they have the information they need to make informed pricing decisions, and are making more money because of it! This is a win for our customers, a win for our sales team, and a win for OMEGA."

**The OMEGA team went from being unsure to making more money in 4 weeks as a result of working with the AMEND Analytics team.** We helped them define and align around the best actions to take, and then the OMEGA team did the hard work of making it happen. Working together, we turned their sales engine into a profit machine.

# > OMEGA Processing

## [2016] Analytics Work To Develop A Solid Selling Strategy For Sustaining Growth Far Into The Future

The AMEND Analytics team spent 4 weeks working with leadership to identify the best way to maintain current growth trends moving forward. The entire OMEGA team took quick action and realized quick returns – **individual income and profit increases happened within the first week of implementation.**

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