

SBI

MAKE YOUR NUMBER | WINTER 2016

SUSTAINABLE REVENUE GROWTH

**8 CRITICAL DISCIPLINES
OF SALES EXECUTION**

SHRINK TIME-TO-REVENUE

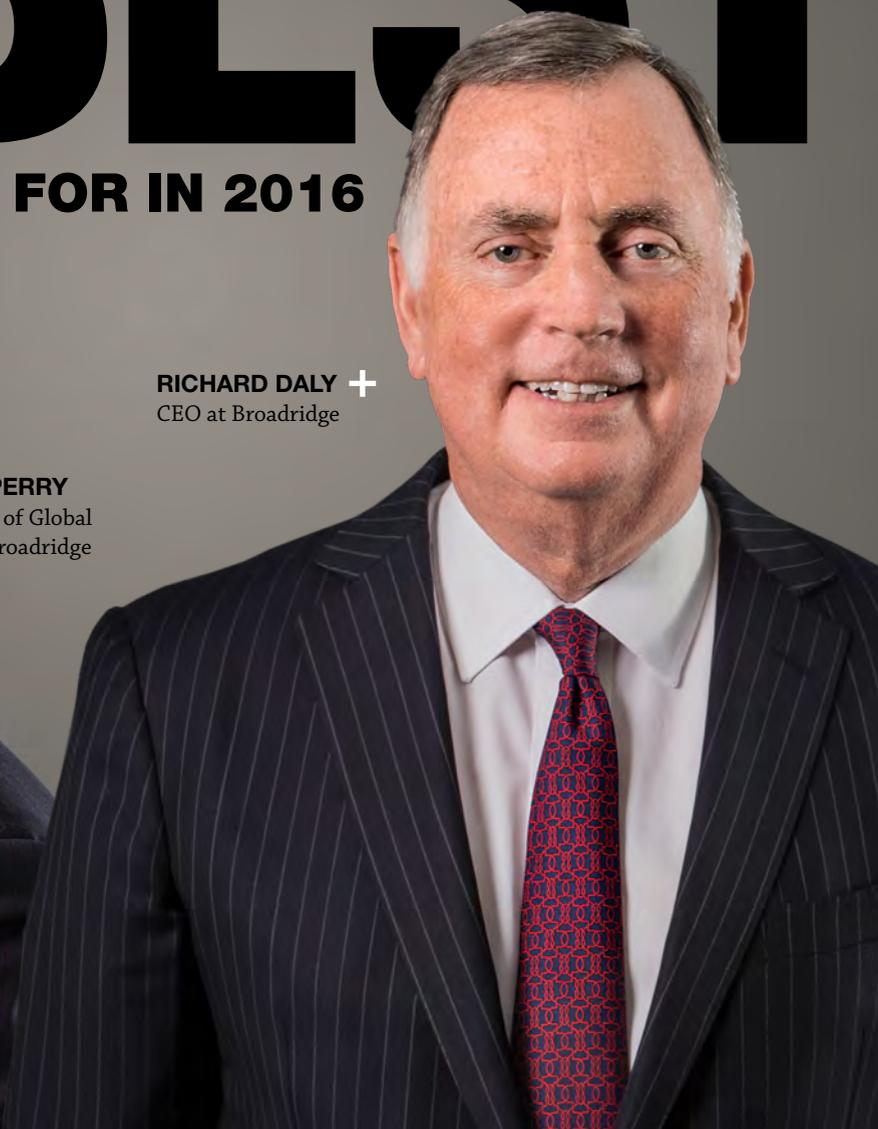
**HOW TO FAST-TRACK
NEW SALES HIRES**

10 BEST

COMPANIES TO SELL FOR IN 2016



+ CHRIS PERRY
President of Global
Sales at Broadridge



RICHARD DALY +
CEO at Broadridge

10BEST

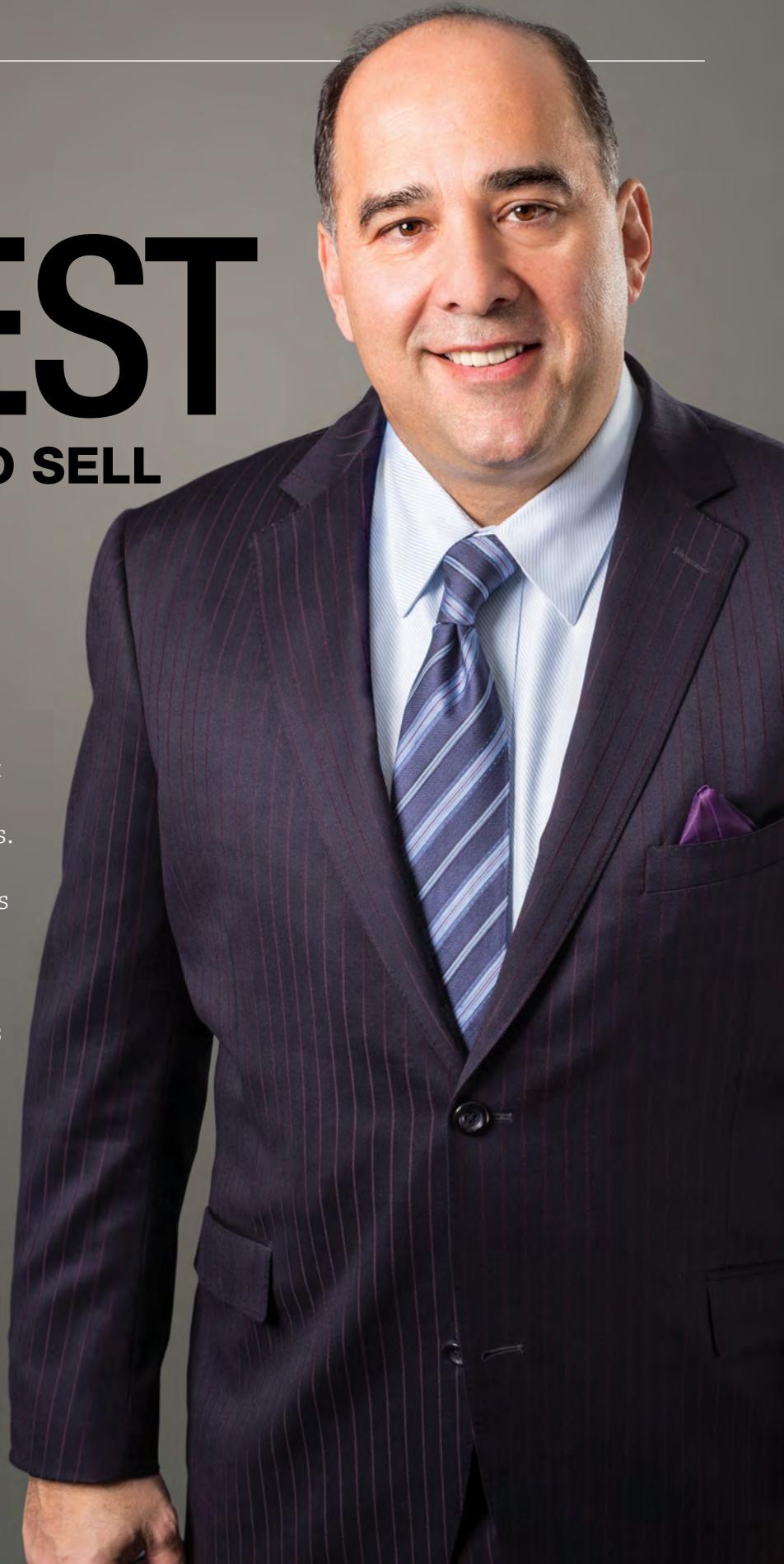
COMPANIES TO SELL FOR IN 2016

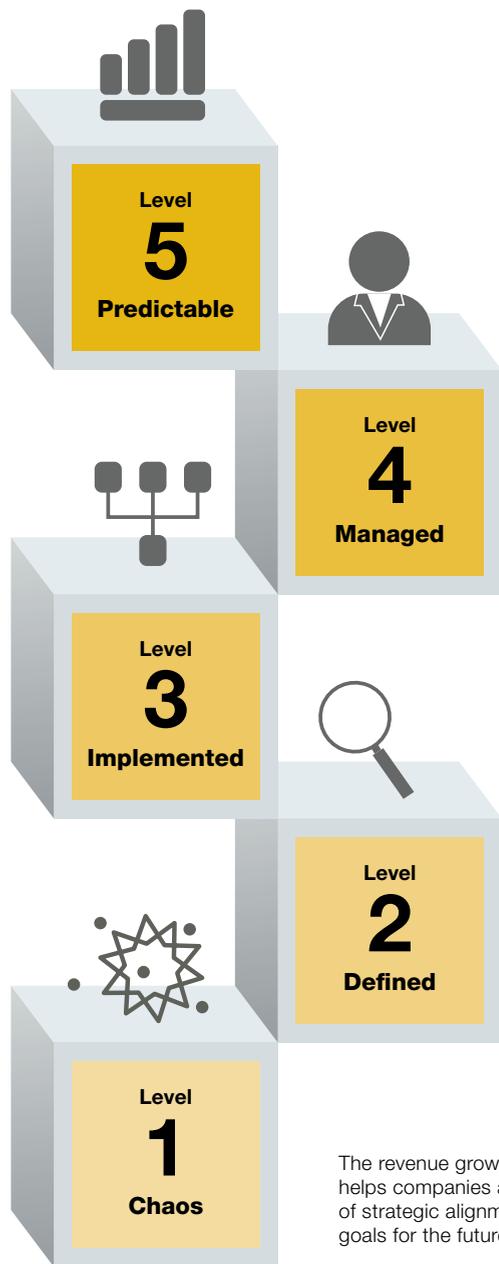
By Greg Alexander

The key to sales greatness is not a prescriptive set of programs, best practices, or methodologies. Reaching deeper than hiring profiles and compensation plans ever can, well-aligned strategies that simplify the buying and selling process are why “A-Players” love their employers and almost never leave.

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CHRIS PERRY +
President of Global
Sales at Broadridge





Everyone knows when you sell for Broadridge you have a good territory, a fair quota, and a competitive compensation plan. Lots of accounts, presales support, excellent customer service, a CRM tool, an easy-to-use process to get a quote out the door, and a sales manager who treats you well. You just get it. Many also know that Broadridge provides lots of sales training, exciting sales contests, and a President’s Club award trip for people who make their number. The company recently took its top producers to the Amalfi Coast.

So when you see that Broadridge is Number 1 on SBI’s ranking of the 10 best companies to sell for in 2016, you may figure the reason has to do with these excellent working conditions. But that’s not why. The attributes of an outstanding environment to sell in are not the reason any company makes this list. Attributes are just that: specific qualities and unique characteristics that determine a company’s personality.

Understanding that quality well enough to build a sales force around it has long been a goal of top companies. And it is becoming more valuable. That is because as the competitive advantages change—for example, when products become commodities and cost structures get cloned—companies that do not know the method of building great sales teams will be at a disadvantage.

Easy to Do Business With

Which brings us back to the exceptional selling environment at Broadridge. The truth is, while the most sought-after sales talent does not generally sign on to a company because of sales contests and award trips, these things can teach us about the attributes of a company’s sales team. We can answer the question, “Why is it that some companies are such powerful magnets for the world’s best sales talent?” Listen to what a customer of Broadridge recently told an SBI consultant: “Broadridge is easy to do business with.”

Wait a minute: Being easy to do business with makes a company great to sell for? It does. Customer-obsessed Broadridge studies how the executives inside their customers and prospects make purchase decisions, to ensure sales reps sell the way customers want to buy. It makes



Tom Eggemeier
President

Genesys
Daly City, California
genesys.com

PHOTO COURTESY OF GENESYS

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“This award recognizes hard work done across the company to develop both the industry’s most compelling CX solution and a passionate culture to being sales-driven in everything we do.”



-\$900 million
annual revenues



640 sales
employees

6

Genesys

This enterprise software company invests 37 percent of revenue in R&D, marketing, and sales, all toward growing revenue. More importantly, Genesys dynamically adjusts the allocation of funds among product, marketing, and sales based on market intelligence. The company understands that revenue growth is the responsibility of every department, not just sales. “We are honored to be named a best company to sell for in 2016 by SBI,” says Tom Eggemeier, president at Genesys.