



technology

A worldwide research study assessing the needs of a global sales force.



Sun Microsystems

The Problem

A recent slowdown in technology business has impacted Sun's growth. The company wanted to assess the competency and needs of its salesforce relative to its strategic sales goals.

The Solution

Vaughan & Company designed a research program to isolate key themes impacting the salesforce ability to become 'trusted sales advisors.' The study encompassed sales regions across the globe, gathering broad data from executives through salespeople. A systems thinking approach ensured that data was consistently mapped across all research segments. Methodology to improve sales force effectiveness was recommended.