

## Chasse Consulting: Sales Strategies, Inc.

BEA, who had created a solid market for its application server, needed to expand its focus to help increase the success of its integration offering.

BEA's first goal was to engage as a solutions provider, rather than a transactional vendor, with its target customers- this required an adaptation to their methodology. In addition, the sales organization needed to be able to send teams into the field equipped with easy access to new information and selling points. As a result, BEA required tools that equipped them with fast, accessible information on how BEA technology solves their customer business problems.



Working closely with a team from marketing and sales, Chasse Consulting delivered a set of Toolbooks and a University targeted at selling into different customer organizations based on their critical business issues. The results of the Toolbooks and Integration University have been "nothing short of outstanding", according to BEA:

- In the two quarters following Integration University, BEA has closed 680 deals, versus 170 in the two years prior to implementing Chasse's solutions- a **400%** increase in the number of sales in just two quarters.
- 52% of the top 100 BEA customers now use their integration solution- a **100%** increase.

*Using Chasse's approach, BEA has seen higher average sales prices, significant increase in the number of sales, and access to new sales opportunities across multiple lines of business.*