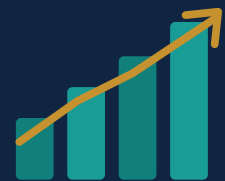


ROI CASE STUDY · VALUE MODELING

EXTOL increased six-figure sales 500% by selling what customers valued.

An e-commerce software company overcomes the obstacles to sales effectiveness with ROI Value Modeling™.



✓ Documented · Problem Pyramid™ engagement

500%

INCREASE IN \$100K+ SALES

600%

RETURN ON INVESTMENT

<1 year

PAYBACK PERIOD

Overview

An EDI software company wanted to increase the number of **\$100,000-plus sales** of its new business integration product.

Business Issue

Despite extensive investment in several prominent sales methodologies, salespeople could not get time from — let alone orders from — mid-level managers, who in turn almost never opened access to the senior executives who could authorise a six-figure purchase.

ROI Value Sales Solution

Value Modeling

A facilitated **Problem Pyramid™** enabled the company to recognise its REAL problem: sales efforts fell on deaf ears because prospects did not perceive a need for what the products did.

Brand message positioning

Further Problem Pyramids™ identified what prospective customers actually valued. That became the basis for the marketing message, for sales kits linking differentiating features to customer value, and for an interactive ROI dashboard.

ROI Dashboard

The sales team could then diagnose the customer's pain and show the ROI those customers cared about — **using the customer's own data.**

EARNED VALUE REPORT CARD

600% return on investment

RESULT	MEASURE
Increase in \$100k-plus sales	500%
Increase in new account sales	14%
Payback period	Under 1 year
Return on investment	600%

Results were projected to double in years two and three.

Want this for your own numbers?

ValueLogics builds documented, CFO-certifiable value cases — baseline, projection, and a matched actual. as@valuelogics.ai · 728-230-5573

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