

## CASE STUDY

# Zellis deploys Cuvama resulting in 43% increase in deal size by differentiating on customer value and outcomes

## BEFORE CUVAMA

**“Selling value was a heavy custom effort and we were only able to execute it properly in 10% of our opportunities,” explains Tom Canning, CCO at Zellis.**

Over the years, Zellis had tried a number of methods and tools to sell based on the value the customer gets from the Zellis solutions. The company believes that the key to selling value (and not features and functions), starts with executing detailed discovery.

The challenge was not simply how to quantify ROI, but instead how to communicate a personalised value proposition across all sales opportunities, and consistently by all salespeople.

Before Cuvama, the Zellis team had invested in value selling training and had deployed an Excel-based ROI calculator, but they still were not seeing the adoption and intended results.

**“The missed opportunity was huge with deals taking longer to close, poor price realisation and a lower win-rate.”**

**Tom Canning**  
Chief Commercial Officer at Zellis

**zellis**

## AT A GLANCE

### Challenges

- Selling value was a heavy custom effort
- Inconsistent adoption of sales playbook and tools
- Excel ROI calculator perceived as black box by customers

### Results

- +19% win rate
- +43% deal size
- +35% average selling price

## ABOUT ZELLIS

Zellis is the largest provider of payroll and HR software, and Managed Services, to UK and Ireland-based companies with 500 employees.

<b>Industry:</b>	<b>Location:</b>	<b>Revenue:</b>
Payroll and HR Solutions	UK and Ireland	£170M+



## AFTER CUVAMA

**“Sellers now feel confident and empowered to have the value conversations,” explains Tom Canning, CCO at Zellis.**

The Cuvama Customer Value Management (CVM) platform provides a shared space where Zellis' value drivers are codified. Through Cuvama, Zellis salespeople found it easy to differentiate the Zellis solution and guide buyer stakeholder consensus by collaborating on value and outcomes.

**“Cuvama has codified our collective knowhow in an easy-to-use web-based platform; and our sales team love using it!” explains Ben Morgan, Group Pricing Director at Zellis.**

The Zellis team now consistently start the conversation with the discovery of a customer's business pain and follow up with the identification of business KPIs and expected impacts.

**Asked about his overall experience with Cuvama, a sales executive says, “Buyers love the transparency of me sharing screen and the collaborative experience of being able to make further edits to the discovery record at their own time. It is becoming a key differentiator against our competitors!”.**

## THE RESULTS

**CULTURE OF VALUE:** “Cuvama has proven to accelerate a culture of value and business outcomes across Zellis teams, including sales, implementation, customer success and product,” explains Tom Canning, CCO at Zellis.

**SALES PERFORMANCE:** In just seven months after implementing Cuvama Zellis captured strong results. Win-rate percentage is 19 percentage points higher, average selling price has increased 35%, and deal size is 43% higher than the broad sales team average.

**PIPELINE PREDICTABILITY:** Greater visibility of customer engagement has enable Sales Management to enjoy a higher degree of deal predictability.

**NEW REP ONBOARDING:** Cuvama has helped Zellis reduce the time taken to onboard and make new sales reps productive.

## WHAT'S NEXT?

Although the impact that Cuvama has had on Zellis is already significant, the payroll and HR company is just getting started.

Zellis is now deploying Cuvama more broadly across its organisation, including its Account Management teams and other customer facing functions.

**“Cuvama is a breakthrough solution in scaling our value selling efforts,” explains Kevin Male, Head of Pre-sales and Business Value Advisory at Zellis.**

**“Selling on outcomes is the way forward. We all know that – but now Cuvama provides infrastructure to make it achievable.”**

**Tom Canning**

Chief Commercial Officer at Zellis