Case Study: Quickplay uses the Trefis Value Selling Solution to show how it sends the client’s ROI soaring.

“If you want to switch to a value-selling mindset but wonder where to begin, you’ll be surprised at how much a simple technology solution like Trefis can help accelerate that mission.”

Neal Vachhani, Quickplay

**Problem**

Quickplay's customer considers building their own platform as an alternative to buying the company's managed services solution. As a result, the sales discussion focused on price versus the value Quickplay would create.

**Action**

Quickplay develops an ROI model that demonstrates the bottom line business value it drives and uses Trefis to engage the client on assumptions on outputs. Immediately the discussion shifts from licensing fees to value.

**Result**

The client sees Quickplay as a driver of future business performance versus cost center, and a better answer than building their own solution. Quickplay becomes a trusted business partner.
A win-win. Higher value for the client. Quickplay moves from vendor to business partner.

“We sat at the conference table with the client and projected on the screen a visual of the value drivers we had assumed for the deal,” says Neal Vachhani, Vice President of Program Delivery Platform Services and Customer Success for Quickplay Media, the world's largest and leading provider of premium video content to mobile devices.

“We built an Excel-based ROI model for our managed services solution that was transformed into the Trefis Interactive Experience. The green branches showed how many millions of dollars would be created from each value driver.

“The client had a question about one of the branches,” continues Vachhani. “Not challenging or doubting, but an earnest attempt to understand our assumptions. We expanded that branch of the model and asked, ‘Do these assumptions feel like the right order of magnitude?’ Vachhani says. “He said—looking at his own version of the business case—‘You know, I think you’re there.’ From that moment, our conversation was about getting a unified view on the ongoing value our managed services could deliver.”

The result? The parties agreed to a deal, which promises a significant ROI. Additionally, instead of being thought of as just another vendor, Quickplay engages in “the type of business partnership we want to have.”

The Trefis Interactive Experience lets you shift the frame of reference from price to value

B2B sales often entails a long, complicated RFP driven sales process in which both buyer and seller typically focus on price. Ideally, you’d avoid the RFP altogether and have a consultative conversation with your customer about value. More than that, according to Jaynie Smith, author of Relevant Selling, “you must not only sell value, but more specifically, the value the customer is seeking.”

Trefis helps shift the frame of reference from price to what matters most, namely the value you create for the client. In a simple three step process—Upload, Modify, Share—Trefis transforms complex spreadsheets into a simple, visual interactive experiences that let you and your client examine ROI through “what-if” scenarios together.

“The services we power are incredibly complex. Rather than focus on licensing fees and costs, we focus on customer needs, unforeseen challenges and guide the conversation to what our customer’s future business could be.” Vachhani says.

The model was very simple for us to put together. I asked one of our sales engineers to create an Excel spreadsheet that included our basic assumptions on return on investment. We uploaded it and within a few minutes, we got a link to the Trefis Interactive Experience. Internally, we tested several “what-if” scenarios, then we shared our thinking with the client. They were able to quickly see how we create value.”

After that meeting Quickplay realized “this is the way we ought to educate customers on the value of managed services,” says Vachhani.
Senior leaders all over the world, including corporate boards, CFOs, corporate development groups, sales teams, consultants, bankers, traders and investors use Trefis solutions to help them fully take advantage of data sets and deep-dive analyses to make better decisions.

Our business solutions each leverage our unique technology as well as our customer success team, which will make sure your interactive experience works the way you want it.

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- Planning and Forecasting
- Mergers and Acquisitions
- Investor Relations
- Value Selling

Investor and Research Solutions
- Institutional Equity Research
- Content Licensing

Interested in finding out more?

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