



ABOUT SKALED

Skaled is a modern, revenue focused consultancy helping companies reach peak performance by optimizing their sales process, people and technology. Our objective is to accelerate growth for great companies by providing strategic analysis and tactical execution, so businesses can drive change and see quantifiable results from day one.

AREA OF NEED

As a leader in Human Capital Management solutions, ADP has a long and rich history in the HR Technology space. After decades of growth, ADP decided to diversify its product offerings to include new use cases within Human Resources. More specifically, the Northeast region (New York, initially) wanted a new framework to level up current enterprise and mid-market sales teams that could take existing ADP methodologies into account while simultaneously integrating modern sales best practices. After evaluating several "traditional" training and consulting firms, ADP landed on Skaled to launch its change initiative through a customized workshop.

HOW WE TACKLED THE CHALLENGE

In the weeks leading up to the workshop, we met with internal stakeholders and sales professionals to ensure the content was customized with specific use cases the ADP team sees in the field. Instead of training based on a completely new framework, we applied best practices to the existing ADP structure to execute a half-day workshop the team found immediately relevant. To complete the process, we built a detailed deck customized to ADP's buyer types with specific discovery questions and talk tracks that could be used for future training.

OUR RESULTS



QUALITATIVE

The feedback from even the most seasoned sales professionals far exceeded our initial goals. Everyone had multiple takeaways they were able to execute the very next day.

Every piece of content was actionable and went beyond theory. Teams easily saw how they could adapt new content in their day-to-day without disrupting their existing workflow.

The organization of the content made it easy for reps and sales leadership to pinpoint specific areas for future coaching.



QUANTITATIVE

A highly customized deck with discovery questions, various ways to change the way we talk about ADP (Value vs. Features) and how to create momentum after the first meeting to loop in other stakeholders.

"We were able to track ROI and see a lift in performance post-workshop. Our one wish was that we would have had the ability to work with Skaled for an extended period." -ADP Sales Leader