

Grant Thornton Australia: Fostering a Sales Mindset with the Help of Introhive

Grant Thornton Australia are fostering a sales mindset within its people and challenging the status-quo of sales enablement within professional services.

This multi-year journey for Grant Thornton started by analyzing the best-performing sales organizations globally and isolating common traits, such as selling managed as a process, data-driven decision-making, coaching-led improvements, pipeline discipline, and so on. They then critically assessed their position using a 4-stage maturity model to isolate gaps and to develop initiatives to move up the maturity curve.

Employing a structured approach to continuous improvement, Grant Thornton has built an award-winning sales technology stack, created an innovative sales training program, made pipeline conversations valuable (once thought impossible in professional services), and brought social-selling into the day-to-day of supporting clients and prospects.

A common theme to these initiatives was the simplification and demystification of sales, along with greater alignment between sales, marketing, and client experience.



"We're focused on fostering a sales mindset that enables our people to win great work for great clients – helping to build sustainable practices and grow the firm. We want to see our people confidently going to market with an intent to add value, while being true to our values."

JAMES FIELDING | Head of Sales Enablement,
Grant Thornton, Australia



Challenge

INITIATIVES AND PACE OF CHANGE WAS HAMSTRUNG.

Progress on initiatives was being hamstrung by inconsistent Salesforce adoption, poor data quality and completeness, and a lack of visibility into relationships held throughout the firm. In addition, top-of-funnel awareness and prospecting was subdued with quality high-cost campaigns not reaching tens of thousands of non-subscribed contacts locked in Outlook.

Solution

After an extensive review process, Grant Thornton Australia chose to partner with Introhive to roll-out Introhive's Customer Intelligence Platform and integrate it within Salesforce.

Introhive was deployed to:



Make it easy to get contact data from Outlook into Salesforce.



Reveal hidden relationships from across the firm.



Surface Salesforce data to inform client and prospect engagement.



Make it easy to log sales activities in Salesforce.



Automate pre-meeting research.

Introhive delivered real-world success in the form of greater collaboration, time savings, an increase to subscribers, and greater more consistent use of Salesforce. The ROI and behaviour change Grant Thornton Australia initially saw took the firm from 50 users to a full rollout of 200 users.



"Almost instantly we cut administration time, expanded our subscriber base and uncovered unknown relationships. This led to more informed conversations with clients, prospects, and intermediaries. By uncovering unknown relationships, we saw greater collaboration and the avoidance of embarrassing disjointed engagement. By the end of our initial roll-out, we saw a healthy return on investment, meaning we could confidently make a greater investment."

JAMES FIELDING | Head of Sales Enablement,
Grant Thornton, Australia



Results

With the full roll-out of Introhive to 200 users – Grant Thornton has removed impediments to fostering a sales mindset and is seeing top-line revenue growth.



Greater collaboration and knowledge-sharing between business units.



80+ hours of time saved (weekly).



200+ new contacts added to Salesforce (weekly).



YOY increase in marketing sourced and marketing influenced revenue.



300%+ increase in activities logged in Salesforce (yearly).



Greater adoption of Salesforce.



Grant Thornton is a global advisory, assurance, and tax firm. In Australia, the firm has more than 1,300 professionals and is known for its purpose-led approach and for delivering a proactive, authentic and agile service.



1,300
professionals in Australia



165+
partners in Australia



62,000+
professionals in the global network



135
countries serviced across the globe