



KORN FERRY

BE MORE THAN



HEXAGON

HOW A MINING COMPANY TURNED ENGINEERS INTO SELLERS



Hexagon Mining



Global leader in **tech-optimized mining solutions** that improve efficiency and safety.



23,000 global employees.



75 salespeople in Hexagon Mining.

After a series of acquisitions, Hexagon Mining needed a fresh approach to sales. But its sellers, who were trained engineers, struggled to focus on more than the customer's immediate problems. After implementing Korn Ferry Sell, Hexagon's sales team now takes a more strategic, long-term view of buyer relationships.



Being able to tell a connected story across different technologies is critical. It makes mining more efficient, and it's better for the planet. Now we can help customers see the value in not just point solutions but broader solutions that benefit them and their community."

- Adam Savage, *Chief Digital Officer*,
Hexagon Geosystems



Hexagon Mining wanted to build its sales pipeline. But with a small potential customer base — 2,000 large mines around the world owned by eight major players — there are few new accounts to be captured. So, in order to grow, Hexagon needed to expand its existing customer relationships.

Over the years, Hexagon has added solutions to its portfolio by acquiring companies and brands in the industrial software sensor sector. With each acquisition came new cultures, new workflows and new salespeople protective of their customer list. This led to a fragmented, individualistic approach to sales.

As a result, Hexagon recognized that its sellers needed to rethink how they approached selling. The company wanted to encourage its veteran sellers to become more familiar with their new offerings. Its sellers also needed to take a different approach to extend relationships. Instead of proposing point solutions to address an immediate problem, they needed to take a holistic approach to customer challenges.

To do that, Hexagon had to transform the mindset and skillset of its sales organization. It needed to shift from an informal sales process to a more consultative process. Rather than focusing on the first need that prospects articulated, sellers needed to consider customers' longer-term needs. Hexagon also realized the value of building a common language for discussing deals and reinforcing its sales methodology.

Upskilling the sales team was a significant challenge. Selling in the mining industry demands industry expertise, so Hexagon recruited knowledgeable engineers, not experienced sales reps. This meant the company had to embed new behaviors and competencies, particularly softer skills, in its sellers. They also needed to transition away from an informal sales process to a formal, measurable one.

Strengthening selling and understanding the buyer journey

To address these challenges, Hexagon looked to the Korn Ferry Sell application, which is grounded in Miller Heiman's sales methodology, integrated into their CRM and powered by the Korn Ferry Intelligence Cloud. Hexagon created learning journeys to help sellers learn the fundamentals of how to manage an opportunity and an account. They then offered classroom-based sales methodology training for its reps. With a dispersed sales team, the company found the bite-size learning embedded within Salesforce especially powerful for reinforcing important concepts from training sessions.

Today, Hexagon's sellers are relying more on their CRM and using it to build additional structure around their sales process. Sellers have strengthened their ability to evaluate opportunities before meeting with their sales directors. In addition, sales managers and leaders have more meaningful insights into their sales pipeline and are better equipped to coach sellers about opportunities as well. With the ongoing adoption

of Korn Ferry Sell, Hexagon is projected to see a 20% or more increase in win rate and 13% higher quota attainment.

Hexagon's sales force also better understands the buyer journey and knows what questions to ask to engage customers. Sellers no longer jump to address the first issue that buyers raise. Instead, they think about the entire buyer journey and plan how to build customer relationships over the long term.

Additionally, the connectivity and communication among the sales team have improved markedly. Everyone speaking a common language around a consistent sales methodology streamlines discussions and increases collaboration. As cross-team relationships continue to grow, sellers are sharing best practices and pushing each other along the learning curve. They are also starting to leverage each other's connections and relationships. As a result, sellers' relationships with their customers are deepening and expanding.



Key benefits to Hexagon Mining



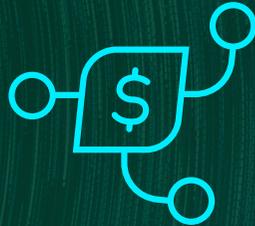
Additional **targeted sales coaching**, reinforcing learning



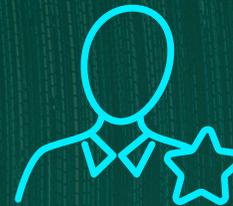
A more effective sales force backed by a consistent, **consultative sales methodology**



Deeper insights into the sales pipeline, improving forecasting



Greater collaboration among the sales team



Stronger relationships with buyers

Powered by
**Intelligence
Cloud™**

Contact us to learn
how Korn Ferry's **Sales
Effectiveness Solution**
can help transform the
mindsets and behaviors of
your sales organization to
increase effectiveness and
accelerate revenue growth.



About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with our clients to design optimal organization structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward and motivate their workforce while developing professionals as they navigate and advance their careers. Our 11,000 experts in more than 50 countries deliver on five core areas: Organization Strategy, Assessment & Succession, Talent Acquisition, Leadership & Professional Development, and Total Rewards.

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