



A Data-Driven Approach to Driving Growth in a Complex Selling Environment

Insights from Tyson Group's Work with a Billion-Dollar National Organization

Executive Summary

Many organizations today are undergoing a quiet but profound transformation, and sales teams are under increasing pressure to keep up. For companies focused on growth, particularly those backed by private equity or operating in competitive markets, the mandate is clear: grow faster, win more deals, and do so with greater efficiency. But in an environment where expertise alone no longer guarantees success, many sales organizations are struggling to adapt.

Legacy sales structures, often built around individual selling styles, deep product knowledge, and inconsistent processes, are being stretched beyond their limits. The result is a growing performance gap between aggressive growth targets and the sales team's ability to execute. Add in the complexity of acquisitions, siloed teams, and fragmented tools or systems, and even strong organizations can begin to stall.

That was the situation facing a national organization [Tyson Group](#) partnered with recently. With multiple acquisitions, a decentralized sales team, and an ambitious double-digit revenue growth target, the company needed more than training, it needed transformation.

[Tyson Group](#) entered the engagement with a simple philosophy: diagnose before you prescribe. Using our [Sales Team Science™](#) framework and a robust suite of individual talent assessments, we delivered a clear picture of what was working, what wasn't, and where targeted intervention could drive the greatest impact. While the organization had strong cultural alignment and experienced sales professionals, it lacked the infrastructure and methodology required to scale performance consistently.

The diagnostic phase revealed three pivotal gaps:

1. No consistent sales methodology, leading to varied approaches and missed opportunities
2. An unstructured sales process, limiting pipeline visibility and CRM effectiveness
3. Misaligned compensation and accountability systems, failing to consistently drive prospecting and new business development

From these insights, we partnered with leadership to build a customized sales methodology designed to standardize execution while aligning with the organization's unique selling environment. We then developed a multi-phase enablement plan that combined leadership coaching, rep-level training, and system integration to reinforce adoption.

What Happens If You Don't Evolve?

Failure to address these challenges has real, measurable consequences:

- Flat or stalled revenue, even in markets with strong opportunity
- Margin erosion driven by reactive discounting instead of value-based selling
- Increased turnover, particularly when sales teams feel unsupported or unclear on expectations
- Executive frustration due to limited visibility, inconsistent execution, and unreliable forecasting

These challenges are rarely the result of effort, they are the result of misalignment. Modern sales organizations require a structured approach grounded in insight, process, and accountability.

The next section explores how Tyson Group partnered with a national organization to address these issues, starting not with training, but with a diagnostic approach to performance.

The Engagement: Data Before Sales Development

Too often, [sales training engagements](#) begin with assumptions: about what's broken, what skills are missing, and what success looks like. But in complex, high-stakes environments, those assumptions can lead to costly missteps. That's why

Tyson Group approaches every engagement with a clear mandate: diagnose first, then design.

That was precisely the approach taken in our work with a national firm. Backed by private equity and pursuing an aggressive revenue growth target (14% year-over-year, well above the industry average), the organization needed more than a motivational boost. They needed a scalable strategy for building sales capability across a fragmented, technically-oriented team.

What made this engagement distinct was its initial scope. There was no pre-packaged training, no immediate workshop series, no one-size-fits-all playbook. Instead, the company opted for a pure diagnostic phase, a strategic investment in clarity before committing to change.

A Two-Part Sales Team Diagnostic

Tyson Group deployed two powerful tools to uncover root causes and opportunity areas:

1. Sales Team Science™ (STS) Organizational Diagnostic

This proprietary framework evaluates performance across six dimensions critical to sales effectiveness:

- Sales Talent
- Sales Leadership
- Sales Process
- Sales Methodology
- Sales Enablement
- Sales Management

These elements function within the broader Sales Operating Environment, which includes external market pressures (e.g., private equity mandates), internal cultural dynamics, and system-wide alignment.

The STS diagnostic included leadership interviews, field-level observations, and qualitative surveys, revealing a mix of strengths and pain points. Notably, the client scored high in alignment and engagement across leadership, suggesting a strong foundation for transformation. However, serious gaps remained in process, methodology, and sales effectiveness.

2. Individual Sales Talent Assessments

To complement the organizational view, Tyson Group conducted a behavioral assessment of the sales team. This included both tenured employees-turned-reps with limited sales experience and newer hires. The analysis surfaced critical insights into how reps approached selling, what competencies were underdeveloped, and where coaching or realignment would have the greatest impact.

Unsurprisingly, non-sales competence was strong across the board. But commercial skills, especially in prospecting, objection handling, and value articulation, were uneven. Importantly, leadership also lacked the coaching structure and clarity to reinforce change, creating risk that any future training would fade without accountability.

Why This Matters

In many organizations, training is reactive, a response to missed targets or low morale. But here, the client took a more strategic approach. They invested in visibility first: into their team, their systems, and their operational friction points. This created alignment across stakeholders, built trust in the solution, and laid the groundwork for meaningful change.

As McKinsey notes, companies that embed diagnostics into their sales improvement efforts are nearly 40% more likely to hit aggressive growth targets than those that jump straight into training or restructuring.ⁱ

The takeaway? You can't fix what you can't see. And in complex sales environments, clarity is a competitive advantage.

The next section will explore the specific gaps the diagnostic uncovered, and why those gaps were standing in the way of scalable growth.

Diagnosing the Gaps: What the Data Revealed

The data didn't lie, and it didn't flatter.

While the organization entered the diagnostic process with strong cultural alignment and leadership engagement, the analysis exposed deep structural and capability-based gaps that were stalling growth. These weren't flaws in motivation

or product expertise. They were systemic misalignments that, left unaddressed, would continue to undermine the company's ambitious goals.

Based on Tyson Group's [Sales Team Science](#) and individual talent assessments, the following five key challenges emerged:

1. No Consistent Sales Methodology

Perhaps the most glaring gap: the organization lacked a shared, scalable approach to selling. Each rep, many of them engineers by training, relied on their own instincts or legacy processes. Some were highly consultative, others transactional. There was no cohesive framework to align discovery, qualification, value articulation, or closing across the team.

Given the company's growth through acquisition, this wasn't surprising. Different legacy teams brought different habits, philosophies, and customer approaches. But the lack of a unified methodology meant sales leaders couldn't coach effectively, and performance was difficult to replicate or scale.

This aligns with Bain & Company's findings that "companies with a consistent sales methodology outperform peers by 20–25% in conversion rates and margin protection."ⁱⁱⁱ Without it, every deal became a one-off battle, won or lost on personality, not process.

2. Sales Process Was Informal and Inconsistent

Beyond methodology, the tactical pipeline process was similarly fragmented. Reps used CRM inconsistently. Forecasting lacked rigor. Deal progression was anecdotal rather than structured.

Although the company had recently invested in improving their CRM system, the data revealed low adoption and minimal integration between selling activities and CRM stages. As a result, sales leaders had limited visibility into the health of the funnel or the ability to intervene strategically.

This lack of structure created a double bind: reps weren't guided by process, and leaders couldn't lead with precision.

3. Compensation Didn't Drive Prospecting or New Logos

Despite ambitious growth targets, the existing compensation model wasn't designed to reward the right behaviors. Reps were not incentivized to hunt for new business. Instead, the plan favored account maintenance and organic expansion. This misalignment led to inconsistent prospecting activity, especially problematic given the company's goal of increasing net-new logos by double digits.

The CEO himself acknowledged this gap: if they were going to meet private equity expectations, they couldn't just grow current accounts, they needed to open new doors. But without compensation driving that focus, behavior followed the path of least resistance.

4. Sales Effectiveness Varied Wildly by Rep

The individual talent assessments revealed a broad spectrum of commercial skills across the sales team. While some reps performed at a high level, others struggled with even foundational selling competencies, especially in managing objections, differentiating on value, and negotiating outcomes.

This inconsistency was magnified by the team's composition: many were technically brilliant but lacked formal sales training. Others had been "promoted into sales" without being properly enabled.

This mirrors broader industry findings. According to Gartner, "more than 60% of B2B sales reps struggle to effectively communicate value," a stat that holds especially true in highly technical sectors like manufacturing.ⁱⁱⁱ

5. Leadership Was Engaged, But Underequipped to Reinforce

Leadership buy-in was strong, but reinforcement capability was limited. Many frontline leaders were relatively new, and few had been trained in coaching frameworks or equipped with metrics tied to execution. They recognized the issues but lacked the tools to solve them.

As a result, even high-performing reps operated in isolation, and accountability across the team was inconsistent.

Summary: A Classic Growth-Limiting Scenario

This organization had all the ingredients for growth: capital backing, strong leadership, technical expertise, and market opportunity. But without a consistent methodology, structured process, effective compensation strategy, and enabled

sales leadership, its sales team was operating in a system that couldn't support its goals.

These were the friction points Tyson Group was brought in to solve. The next section explores how we did just that, beginning with building a unified sales methodology from the ground up.

From Insight to Execution: Building and Deploying a Custom Sales Methodology

Once the diagnostic results came into focus, it was clear this company didn't need a motivational bump, they needed a system. But not just any system. With a fragmented sales team, mixed skill levels, and pressure from private equity to accelerate growth, success demanded a tailored methodology and a disciplined, measurable rollout.

Co-Creating the Methodology: "The [Client] Way"

Rather than installing an off-the-shelf framework, Tyson Group partnered with leadership to create "The [Client] Way"—a custom-built sales methodology grounded in real-world buying behaviors, industry-specific objections, and the client's unique sales cycle. Through executive working sessions, we identified the sales stages that mattered most and aligned internal stakeholders on how reps should behave and perform at each point in the process.

The resulting framework emphasized both structure and adaptability:

1. **Attract** – Capture attention through differentiated messaging and insight
2. **Engage** – Lead thoughtful discovery conversations rooted in outcomes
3. **Diagnose** – Tie customer challenges to strategic business impact
4. **Position** – Deliver clear value, not just technical solutions
5. **Handle Objections** – Reframe concerns, reinforce confidence
6. **Negotiate & Close** – Win deals while protecting margin
7. **Reinforce** – Build long-term partnerships and upsell effectively

Crucially, this model aligned with research showing that top-performing salespeople are not just disciplined, they're adaptable. A Florida State University study revealed that high performers adjust their selling style based on context, buyer type, and stage, not rigid process.^{iv} The company now had a methodology that could scale across roles, regions, and product lines, without handcuffing seller judgment.

Activating the Sales Team Science Framework

The implementation leveraged Tyson Group's Sales Team Science methodology, addressing not just *what* needed to change, but *how* to operationalize it:

- Sales Talent: Reps, many with technical expertise, received role-specific development to balance technical depth with commercial acumen
- Sales Leadership: New and tenured managers were trained to coach to the methodology, inspect pipeline health, and drive accountability
- Sales Enablement: CRM stages were reconfigured to reflect the new process, enabling leadership visibility into conversion metrics and sales velocity
- Sales Process & Effectiveness: KPIs were defined by funnel stage, allowing the organization to measure what matters, like conversion from discovery to proposal or proposal to close

The compensation model was also reevaluated to support new logo acquisition, addressing a key friction point in the prior system that favored account maintenance over pipeline expansion.

Structured, Practical Rollout

The rollout balanced learning with logistics:

- Blended delivery: Virtual sessions built momentum between in-person events
- Monthly cadence: Kept reps engaged without pulling them too far from the field
- Leadership engagement: Managers received pre-training briefings and post-training reinforcement guides
- National Sales Summit Kickoff: The initiative launched with a leadership-led keynote aligning the field around "The Why"

The result was a high-credibility rollout that reinforced buy-in from the top down.

What Success Will Look Like

While the program is still underway, the early indicators are promising:

- CRM adoption is up, with deal stages aligned to methodology
- Reps are using a shared language, allowing for better coaching and self-assessment
- Frontline managers are inspecting behavior, not just outcomes

- New business activity is trending upward, particularly in underpenetrated segments

More importantly, the organization now has the infrastructure to scale: a methodology embedded in tools, taught across teams, and reinforced at every level of leadership.

The company's PE-backed growth targets (14% YoY revenue increases, 10% above industry norm) are now anchored by the behaviors and capabilities needed to get there. As pipeline metrics solidify and leadership maturity increases, the impact will become measurable: more logos, better margins, and fewer missed opportunities.

About Tyson Group

Tyson Group is an award-winning sales training and consulting firm that helps organizations drive predictable revenue growth by optimizing sales effectiveness. Through its proprietary Sales Team Science™ framework, Tyson Group combines diagnostics, enablement, sales training, and coaching to deliver measurable performance outcomes.

Recognized as a three-time Inc. 5000 honoree and a consistent leader by Selling Power, Training Industry, and the Stevie® and Globee® Awards, Tyson Group partners with many of the world's most leading brands to identify performance gaps, align sales strategy, and build scalable, high-performing sales organizations.

Learn more [here](#).

ⁱ McKinsey & Company, "Driving Profitable Growth Through Sales Enablement," *McKinsey*, 2021. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights>

ⁱⁱ Bain & Company, "The B2B Growth Playbook: Sales Acceleration in the Age of Data," *Bain*, 2022. <https://www.bain.com>

ⁱⁱⁱ Gartner, "The New B2B Buyer Journey," *Gartner Research*, 2023. <https://www.gartner.com>

^{iv} Florida State University Sales Institute, "Salesperson Effectiveness and the Adaptive Selling Paradox," 2018.