

# Symantec Sales Transformation through Aventi Enablement Solutions



## Company Profile:

Symantec Corporation is a global leader in enterprise security and information management solutions with over 11,000 employees in 35 countries.

### Challenge:

As part of Symantec's aggressive growth plans, Senior Director of Global Sales Enablement, Matt Weaver, commissioned a benchmark study assessing the competency level of the company's 4,000 sales representatives. He found that while the sales representatives' forte was relationship building, solution selling and price negotiations, reps needed to step up their product knowledge.

With each sales representative having a quota of over \$2M, Weaver needed more focus on product training and knew that an outside agency could provide the necessary expertise, sense of urgency, and accountability to get the job done.

### Solution:

Aventi Group had a proven solution to Offer Matt Weaver. Aventi proposed a neuroscience-based approach to sales training curricula and delivery combined with effective sales enablement tools that reinforced the training.

Aventi developed and published interactive, on-demand, eLearning courses for all 60 products titled "Symantec Xcel Training".

The training modules were designed to be sales and solution focused vs. feature focused. The syllabus included role-playing, persona profiles, competitive selling, overcoming objections, and sales "storytelling." Aventi used neuroscience by integrating three modalities: emotional (sense of excitement), logical (facts and figures) and instinctual selling (fear of loss or risks).

### Results:

According to Matt Weaver, Aventi's Enablement solution proved to be exactly what Symantec needed.

Sales representatives took the Symantec Xcel training curricula and optimized their selling efforts across Symantec product lines.

The following resulted:

- All courses had measurable impacts on 4,000 sales reps' competency, solution knowledge, and sales abilities, which helped Symantec drive revenue growth.
- All reps completed the training courses, and overall field satisfaction and quality scores were the highest recorded.
- Sales reps were more effective and confident in solution selling to empower quota achievement.

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*"The Aventi team has been a critical partner in my team's success in driving Symantec sales transformation. We set very aggressive targets and timelines to improve the global salesforce's effectiveness and productivity. The Aventi team provided us with insights, guidance, and high quality solutions that enabled us to realize significant gains in our sales team's ability to execute. I highly recommend Aventi Group for any sales or marketing executive looking to drive sales enablement." – Matt Weaver, Sr. Director, Global Sales Enablement, Symantec*

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