

By transforming RevOps & leveraging ABM, XPLUS generated €5M+ in deals value.

The story of how XPLUS is implementing revenue operations and ABM to become a global leader in Microsoft Dynamics 365 (ERP) projects.

€ 5M +
in pipeline value

37
Influenced deals

+3
new interantional markets

Their positioning was hurting them

They had greater value than what was visible online, which limited their international reach.

We clarified their offering and validated a system that generates international deal opportunities.

First, we did detailed research on the market, interviewing top industry leaders. This gave us a fine understanding of their challenges - and how to solve them.

What followed was an update on how they managed their revenue operations. We implemented HubSpot from scratch and aligned the teams on it.

This gave us the foundations to launch our pilot webinar - a massive success, with 168 qualified leads looking to know more about XPLUS's solutions.

From top 1% company to top 0.1%

Their scope has grown, without putting extra pressure on the sales team. From 168 leads they've jumped to over 1500, bringing in 37 influenced deals with a pipeline value of €5M+

About XPLUS

One of the top 1% ERP service providers in the world. They have 20+ years in the industry and work for multi-million dollar companies.

Microsoft Gold Certified Partner

+150 employees

+20 years in the industry



We appreciated fast onboarding and MAN Digital's deep involvement with the product.



Marta Szwakopf
Head of Marketing



Slow Growth. Unclear Positioning.

Despite serving global businesses, Polish companies were a focus. There are only so many clients in a country with 37 million people.

And since growth relied on referrals, deals were scarce and growth was sluggish. A small audience was reached. When approaching international markets, marketing and sales efforts had a low ROI.

They had to expand internationally.

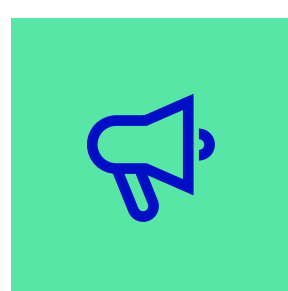
Growth was slow since they grew from referrals.

Their CRM (Microsoft Dynamics) wasn't prepared to handle their needs.

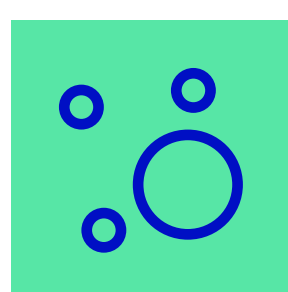
Brand focused on Poland.

Validating their Revenue Ops system.

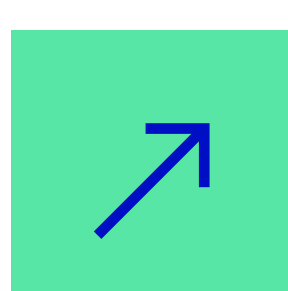
Before launching a full-scale operation, we had to validate the audience, the process, and the messaging. After initial research and setup, we launched our pilot program. And the results were impressive.



XPLUS has always been one of the best in the field. But they didn't promote that. We refined their value propositions and clarified their messaging to appeal to our target markets.

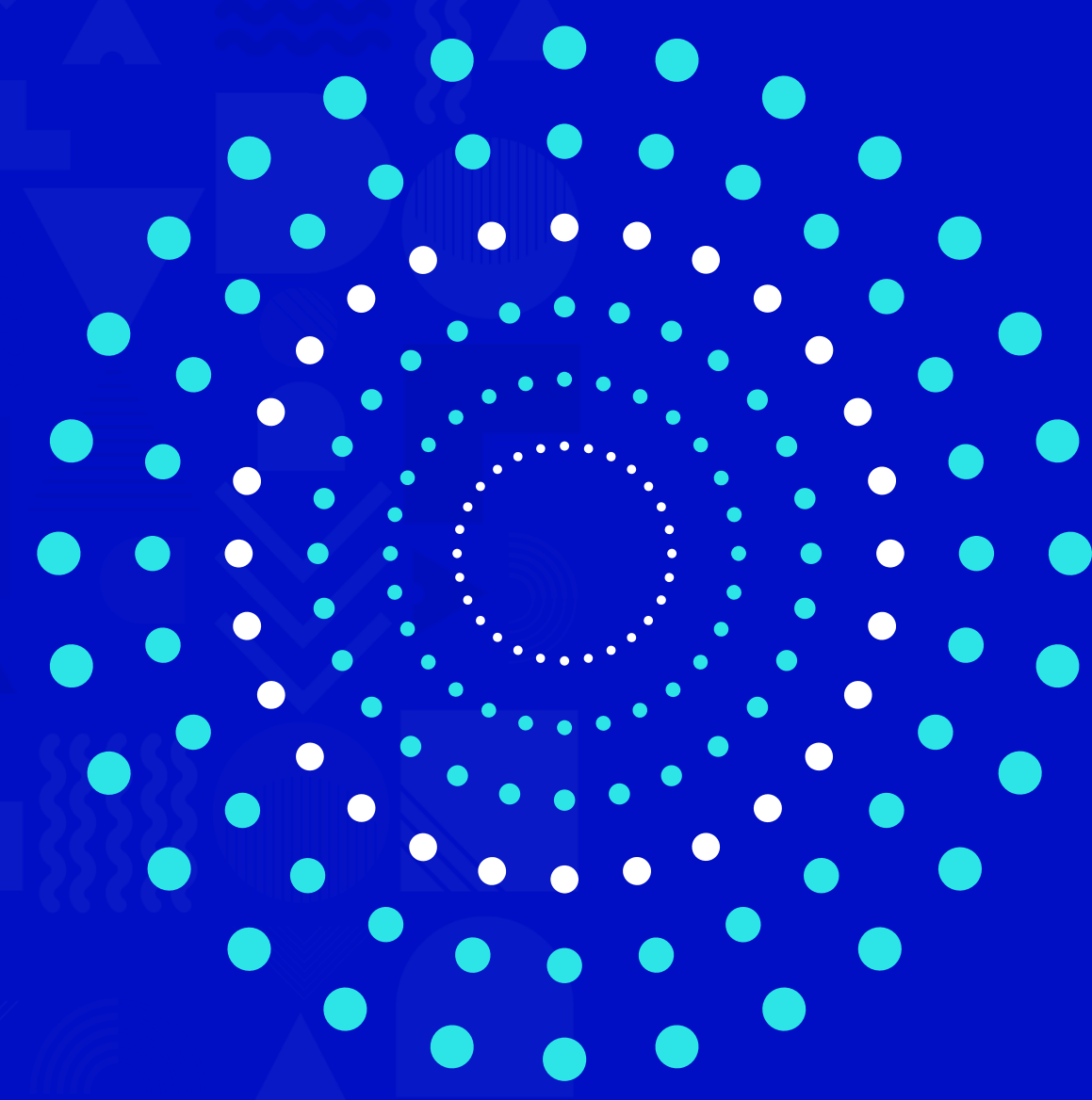
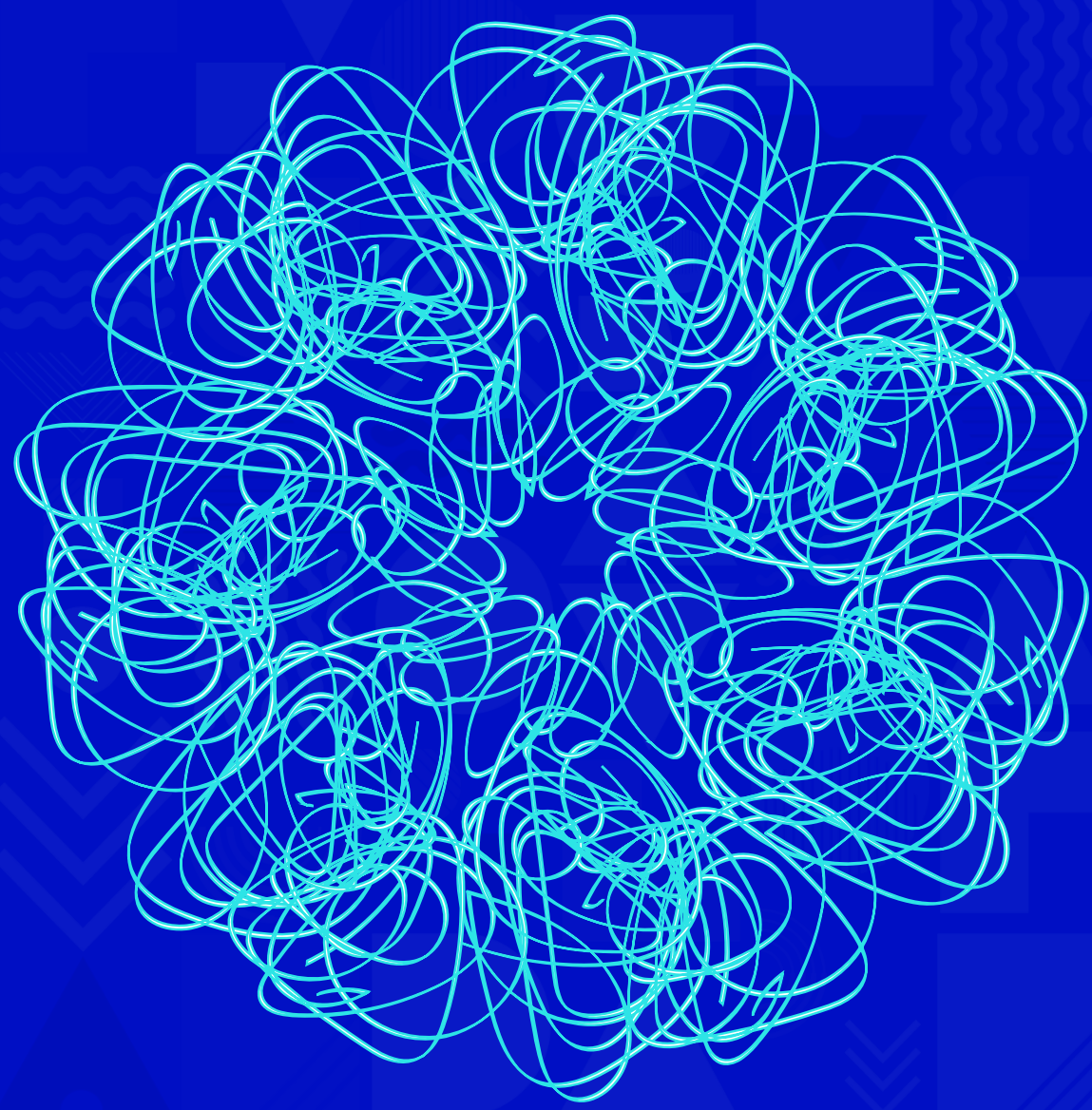


Then we implemented HubSpot CRM for their revenue ops. The team received training, and we configured the CRM to handle the huge amount of context related to each lead.



Our pilot program generated 168 high-value international leads through an in-depth webinar. It was a huge success. The road ahead spelled growth.





Millions of euros in total pipeline value.

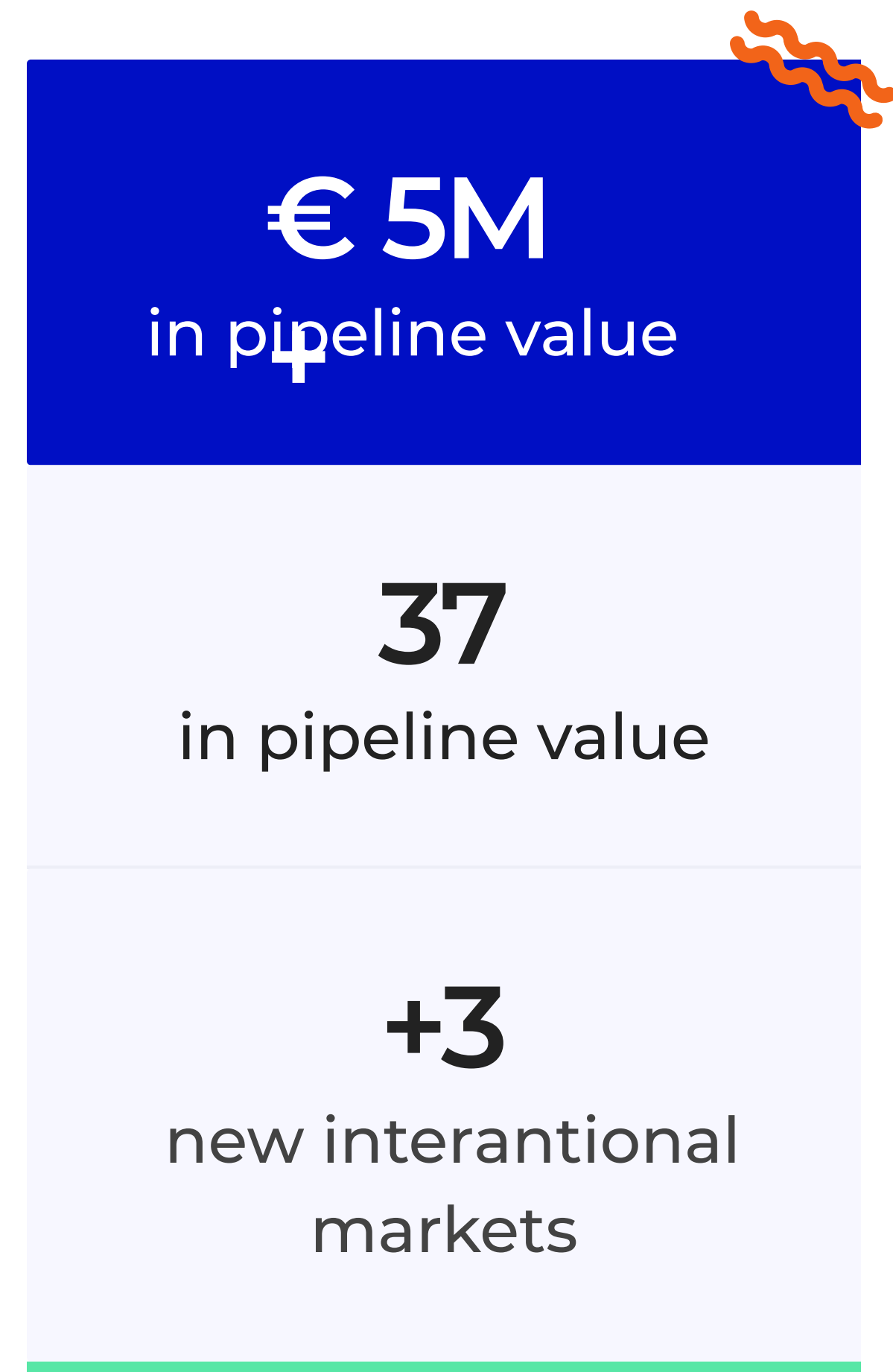
With the model validated, it was time to expand the scope.

We specified 3 industries to target along with the countries with the highest chance of success. This guided the team on how to craft highly-specialized ebooks and webinars for the target audiences.

And the results speak for themselves. Over 1500 leads captured, with total deal value reaching the millions. XPLUS is now on the path to becoming a top 0.1% company.

What is the next step in the partnership?

XPLUS and MAN Digital have partnered to roll out account based programs for Europe to support pre-sales, revenue operations, automation, and building customized sales playbooks for internal teams to help scale the business.



Build your pipeline in new markets.

Our clients have access to dedicated account teams executing sales research, sales copywriting, account-based programs, and whole pre-sales processes. Our subject-matter experts automate and scale your revenue operations. Stay on top of every deal in 2022. Take a tour of our services at www.man.digital/services