



BAKER HILL IMPROVES WIN RATES AND PROFITABILITY THROUGH VALUE SELLING WITH LEVERAGEPOINT

CUSTOMER PROFILE: BAKER HILL

Serving over 500 financial institutions nationwide, Baker Hill is a leading provider of commercial lending services. Their loan origination, risk management, and analytics solutions empower progressive financial institutions to generate growth, increase profitability, mitigate risk, and strengthen customer relationships. As an industry leader, conveying the financial benefit their platform offers to banks and credit unions is critical to their commercial success. Recently, they began using LeveragePoint to assist their sales teams engaging in value-based conversations with customers and prospects.

ABOUT LEVERAGEPOINT

LeveragePoint is a cloud platform that aligns B2B marketing and sales to create, communicate, and capture customer value. LeveragePoint's digital Value Propositions empower sales teams to engage buyers in conversations about the specific, quantified value of their products and services, accelerating executive buy-in and increasing sales velocity.

CLOSING A VALUE COMMUNICATION GAP

Baker Hill turned to LeveragePoint to solve a strategic problem. As an organization, they have long had an objective to communicate the superior value of their industrial strength loan origination and management technology, but found that value selling was being inconsistently applied in the customer acquisition process. "My role is to drive new revenue," shared David Catalano, SVP of Business Development. "It's primarily through new business. We have an industrial strength loan origination solution for banks and credit unions to help them manage the origination and management of commercial loans, consumer loans, and risk. It's an established brand with a very modern platform."

Before adopting LeveragePoint Value Propositions, much of their value quantification content ("if it was done," according to David) was stuck inside of spreadsheets, hampering widespread adoption of value selling best practices. "Communicating value wasn't done enough because it wasn't institutionalized," David explained. "It didn't become part of the process. **You have to make these types of value-driven approaches a part of your culture.**"

Because their SaaS solution has a proven track record of helping banks initiate and process more loans by freeing up manpower to focus on revenue generating activities, focusing on the financial impact is critical in any successful deal. "When we bring someone through a demonstration of our solution, it becomes pretty obvious to the client that they can save time," he shared. "However, we weren't capturing the benefits of this capacity increase because we weren't helping them quantify it." David was confident that if his sales team was able to communicate the economic value of the increased capacity that their solution creates to banks and credit unions, they would win more business.

AN INTRODUCTION FROM A KEY CHANNEL PARTNER

Baker Hill was introduced to LeveragePoint Value Propositions through their partnership with a major FinTech provider, who was also a longstanding LeveragePoint customer. "We partner with those guys and they're very sophisticated," David shared. "They use LeveragePoint and we built some value models with them. **We thought, 'wow, this is an incredibly powerful tool. It's easy to use. Why don't we adopt this for ourselves?'**" Their partner had previously mobilized a successful value

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selling initiative using LeveragePoint, their chosen platform for quantifying and communicating value. For Baker Hill, selecting LeveragePoint was a no-brainer.

Baker Hill began piloting LeveragePoint in sales situations. Soon after, word of early successes spread quickly. “One of our sales executives started to work with it and then began to report back results,” explained David. “That made everybody look at it and say, ‘hmm, there’s something to this.’” He recommended having a leader within the sales team run with the initial pilot, as “you end up with a better result, and more people will pile on.” He continued, “this impacts the wider rollout process as well, because we’re talking about a culture change. **We’re changing the way we approach the conversations we’re having with prospects.**”

VALUE SELLING BOOSTS BAKER HILL'S WIN RATES AND PROFITABILITY

LeveragePoint helped David’s team embed value selling into their new business opportunities. After rolling out this initiative, Baker Hill saw improvements not only in their win rates, but also profitability, due to their ability to close larger deals. “It’s hard to attribute any one impact from the marketing and sales mix. It’s the sales executive, it’s the buying experience and the relationship you build, it’s the LeveragePoint model – it’s a long enterprise sale with a lot of things you can pinpoint. **But what I can tell you is that using LeveragePoint in value selling has absolutely created a lift for everything.**”

David outlined a typical scenario where value selling through LeveragePoint Value Propositions makes an impact in sales situations. “When we’re dealing with a president of the bank, even if he wants the solution, he still has to go his board. We give them a LeveragePoint Value Story that shows their specific breakeven, and in many cases the numbers aren’t that big. Now he can say, ‘this is a nominal number to hit breakeven on this solution. We need this solution to run the business.’ Would he have gotten the board approval without LeveragePoint? I don’t know. Does he look smarter because he’s done that? Yes. Does he have more confidence because he’s done that? Yes. And when you look smarter and have more confidence in front of your board, the probability of you being successful is higher.”

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LEVERAGEPOINT HELPS BAKER HILL WIN LARGE, COMPLEX DEALS

Value selling is especially impactful in enterprise-scale B2B deals, which require navigating a large number of stakeholders and functions. David shared how Baker Hill used LeveragePoint to win a complex deal involving multiple partners. “Our channel partner sells a very large basket of solutions, ours being one component of that solution. I suggested that we do a LeveragePoint model that included all of the different components in the basket.”

Over the next couple of days, David was able to work with the channel partner to build a value story for the total solution, then present that story to the bank president at their prospective customer. “At first, the bank president said, ‘I don’t believe any of those assumptions. Or that number.’” As a seasoned sales leader, David knew that he was always going to try and push back, but the presence of the value model conveying the financial impact of the packaged solution allowed them to respond to objectives while still showing value to the customer.

“**We ended up closing the deal for over \$6 million.** Afterwards, the sales executive responsible for the whole bundle spoke with that bank president, who said ‘you know, I appreciate you guys doing the ROI for us. We really needed that.’ And he went on to say, ‘I’m sorry if I was a little hard on you guys when you presented it - I knew we were going to save way more, but I couldn’t tell you that at the time.’” David summed up this dynamic nicely: “when they can see the lift, they want the solution.”

INTERACTIVE VALUE SELLING INSTILLS SALES TEAM CONFIDENCE

After selecting LeveragePoint, David’s team is now equipped with a powerful tool that allows them to convey the specific financial impact of their offering in every sales conversation. He’s been able to witness the impact of their improved ability to sell value firsthand. “They’re using it on a continuous basis,” he shares. “They’re finding that LeveragePoint helps negate the negotiation of price. **When our team is already quantifying the lift that our clients are going to get, and our clients can see the value of our solution for themselves, they stop asking for that deep discount.**”

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As a result, David has seen increased confidence within his sales teams, beginning with early-stage conversations all the way through the negotiation stage. “Our sales team is going to say, ‘we’re going to create value through increasing your capacity and improving your process through a digital workflow. But before showing you in a demo, let’s review your process today, and quantify the differences between today’s reality and tomorrow’s reality.’ Being able to then quantify that impact gives them confidence, especially around the price negotiation.” David believes that this confidence is tied directly to downstream rep performance. **“If we can understand the value we create and be able to quantify it,” he explains, “our confidence level goes up, our performance goes up, and we just get better outcomes.”**

SELLING VALUE EARLY AND OFTEN

David sees an opportunity to expand the impact of value selling by institutionalizing LeveragePoint and including it early on in every new business deal. “What is common every single deal? You have an order form – but that’s probably the only thing that’s the same. What else could be the same in every deal? Our LeveragePoint presentation. If that’s in every deal, then we know value has been created and communicated to the client. You want that upfront as far up front as you possibly can. I prefer to do it in the first conversation, to figure out if this deal makes sense at all to do.”

By making interactive value conversations a key part of every new business deal, David envisions a future in which quantified value delivered becomes embedded into Baker Hill’s sales culture, aligning them with their customers around a shared vision of success. As David puts it, in order for value to work, **“you need to institutionalize value driven approaches as part of your culture. They need to be stitched into your ribs.”**

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