



CASE STUDY

GLOBAL MARINE
GROUP OLD COMPANY
NEW ENERGY



ABOUT GLOBAL MARINE GROUP

Global Marine Group (GMG) is a market leader in offshore engineering and underwater services. The company has a legacy of 165 years in deep and shallow water operations, and operates worldwide with main offices in Chelmsford, UK and Singapore. Widely considered as subsea cable experts, GMG offers a comprehensive end-to-end solution for multiple offshore industries including oil and gas, telecommunications, offshore renewables, power, and deep sea research. Among other accomplishments, they have installed more than 20% of the cables that power the Internet in Europe.

From laying the first cable between the UK and France in 1850, to leading the charge in modern offshore technology installations, the group aspires to its vision for “engineering a clean and connected future.”

165
Years Of
Experience

THE SALES EFFECTIVENESS CHALLENGE

GMG’s commitment to excellence and innovation spans the entire organization, from operations and support to marketing and sales. This means they are continuously reviewing their effectiveness in every area, and seeking opportunities for improvement. In a recent sales effectiveness review, Bryan and others in the organization’s leadership determined that their existing CRM installation was not serving their team’s needs.

“I want to be very fair to Salesforce,” says Bryan of their old CRM platform. “They are a world-class company, with a lot of references and a terrific product.”

The problem, he says, is that their installation was ineffective. They had invested in customization of the platform, but hadn’t kept up with it. As a result, they had limited their own productivity.

FROM SALESFORCE TO MEMBRIN

When they began their initiative, Bryan and other leaders in the organization didn’t know that they would end up ditching Salesforce altogether. They began the initiative by identifying the business objectives they wanted to meet. They then selected three possible technology platforms that might meet those objectives. One of those was Salesforce, one was another legacy CRM platform, and one was Membrain.

Instead of identifying specifications and asking each competitor to meet those specifications, Bryan’s team shared with the three platforms the business objectives they wanted to meet. Then they asked the software teams to demonstrate how they would help GMG achieve those objectives.

“In all honesty, the Salesforce bid was unimpressive,” says Bryan. “They told us that they’d do precisely what we asked them to do, but that all the risk was on us. If we didn’t get the results we wanted, we would have to pay them more. Their bid was dismissed very quickly.”



The second company had “functionality coming out the ears,” but it wasn’t the functionality GMG’s team needed. “The sales reps got pushy trying to tell us what they wanted us to do, instead of listening to what we wanted to do,” says Bryan.

Membrain, on the other hand, took an entirely different approach.

“The Membrain team was focused on our business outcomes,” says Bryan. “They understood that what we wanted to do was to sell more. They showed that their platform could help us focus on why we win and why we don’t win.”

IMPLEMENTING THE NEW PLATFORM

No matter how much benefit it promises to yield, new business processes always meet with at least a little internal resistance. Bryan says that the Membrain platform is such a “radically different product model” from traditional CRM that some of the team had trouble getting their heads around it at first. However, the resistance did not last long.

GAINING CLARITY

Having selected Membrain as their new platform, and at the recommendation of the Membrain team, GMG brought in sales consulting firm KAMBridge Associates. KAMBridge partnered with GMG and Membrain’s implementation team to develop process designs, which could be configured into Membrain to make them actionable for the sales team.

Alongside our work on customer value propositions where we are seeing the nature of customer conversations changing, our sales leaders with Membrain’s help adopting a more focussed approach to improving key performance indicators such as qualified lead velocity and closure rate. These are not in themselves radical, they are however, a step change for our business thinking in complex international markets where differentiation other than price is a precious commodity and we have complex projects and value chains.



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Ian Bryan

HOW YOU SELL MATTERS



MEMBRAIN

SALES ENABLEMENT CRM FOR
TEAMS COMMITTED TO GROWTH

[MEMBRAIN.COM](https://membrain.com)