



Newforma

Newforma is a leading partner in AECO information management and collaboration software, giving architecture, engineering and construction firms a single source of truth for every project. Across more than 20 million projects and 4.5 million users, Newforma keeps high-stakes initiatives visible and moving forward, ensuring better outcomes for 1,500 clients worldwide.

Business Issues

- Align the sales organization around one methodology to improve measurement and forecasting practices
- Reach more decision-makers and anchor solutions to pressing business challenges
- Coach reps consistently and decrease ramp time without stretching managers thin



Challenge

Newforma had built a fast-growing revenue engine across multiple business units, winning over a demanding AECO market with proven products and tireless customer support.

However, as the organization scaled, the lack of a shared approach and framework began to take its toll. Running on a mix of qualification tools and sales methodologies, teams lacked a common language for discussing opportunities. In turn, sellers lacked the skills to consistently reach decision-makers and tie solutions to a customer's business challenges. In addition, coaching suffered from limited manager bandwidth, and Newforma's mix of methodologies made it challenging to understand "what good looked like" and forecast accurately.

Recognizing the opportunity for growth, Newforma's leadership set out to align teams around one proven methodology, operationalize it with on-demand coaching and build the measurement frameworks that connect selling behaviors to revenue results.

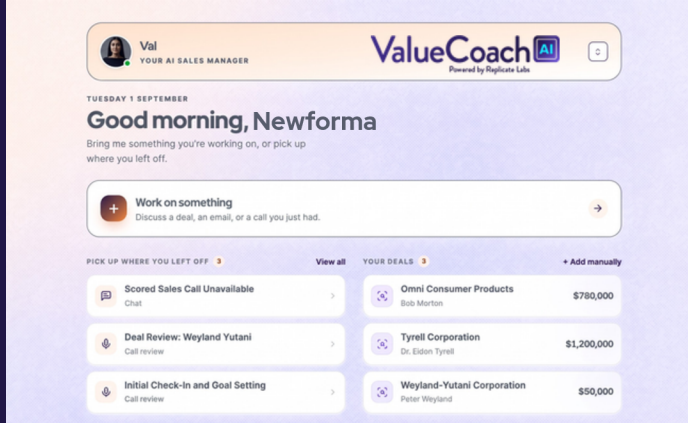
“

The whole setup of Val was life-changing — especially for our reps.

Rana Mansour, Sr. Director of Revenue Operations & Salesforce Architect, Newforma

”





Solution

Newforma launched a sales transformation centered on the ValueSelling Framework® and ValueCoach AI™, with its agentic coach, Val, operationalizing the training through on-demand coaching. ValueSelling was rolled out to BDRs, new-business AEs and renewal teams, and reinforced through regular consulting and check-ins.

What made the rollout distinctive was how Val solved the problem of limited manager bandwidth for coaching, while driving adoption of the desired selling behaviors.

With judgment-free coaching available on demand, reps received guidance exactly when they needed it, on everything from outreach and call planning to deal strategy and negotiations. In turn, managers were freed up for more strategic work and better able to methodically develop their teams with targeted interventions due to improved insight into skill gaps and development trends.

“

After winning a key deal during her manager's unexpected leave, one AE said, “Val was my backup on everything I did.”

- New Business Account Executive,
Newforma

”

Results

The methodology took hold where it matters most: in daily selling behaviors. With the ValueSelling Framework operationalized throughout the flow of work and coaching interactions, reps embraced the new way of selling instead of reverting to old habits. New hires and BDRs ramped faster, quickly building the confidence to sell at an experienced rep's level.

Thanks to the new measurement frameworks and the dashboards offered through Bryce, ValueCoach AI's agent for managers, leadership can finally connect selling behaviors to results, with a clear view of pipeline and a new confidence in forecasts.

Metrics

- **Faster ramp time** for BDRs and AEs
- **Improved forecast accuracy**
- **Increased confidence** in sales calls
- **Clear links** between training, behavior change and revenue results



ValueSelling Associates, Inc.
2725 Jefferson Street, Suite 7, Carlsbad, CA 92008
Toll-free: +1 800 559 6419 Office: +1 858 759 3565

© ValueSelling Associates, Inc. All rights reserved.

Keep it simple. Drive results.

valueselling.com

