



# VALUE REALIZATION REPORT



# EXECUTIVE SUMMARY

## ECONOMIC IMPACT:



Increased  
win rate  
by  
**2.8X**



Increased  
average deal  
size by  
**2.9X**



Increased  
conversion  
rate by  
**28%**

## ABOUT iCIMS

The iCIMS Talent Cloud is the leading all-in-one enterprise talent acquisition platform. The company's cloud-based, AI-powered software helps organizations of all sizes and across all industries attract, engage, hire, and advance top talent. iCIMS believes that building a winning team is the first step to transforming your business—and the world. For over 20 years, they've been helping leading global organizations bring together the right talent at every stage of the hiring journey. With more than 4000 customers, worldwide, iCIMS is the top-rated recruiting tech platform and holds the largest market share for enterprise recruiting software. **For more information, visit: [www.icims.com](http://www.icims.com).**



**PAT BAKEY**  
CRO

*"Talent is a strategic imperative and boardroom discussion. Leveraging DecisionLink technology, we can drive deeper customer and prospect intimacy, elevate business conversations to what matters most to decision makers, senior executives, and board members, and reinforce a mutual commitment to desired business outcomes."*

## COMPANY PROFILE

Industry: Enterprise Recruiting Software  
Location: Holmdel, NJ  
Number of Employees: 1,300  
Annual Revenue: \$320M+



# SALES CHALLENGES

When iCIMS started looking for a value-selling solution, they were focused on overcoming a few key challenges. They had identified a low conversion rate between stages two and four of their sales cycle. Karen Heatwole, VP, Value Advisor for iCIMS, explains, “we found that our qualified sales leads were stalling out between the discovery and compete stages of our sales cycle. Once our leads moved into stage four, they closed at a very high level. We needed to focus on improving speed and conversion to this fourth stage.” Solving this would allow the company to increase bookings and raise its win rate from identification to close.

They also sought to increase the average deal size and ensure they were selling the value that their customers actually achieved and providing justification that limited discounting. They wanted to make it easier for sellers to quantify the business benefits the iCIMS solution provides. “We had sellers using a variety of tools, from homegrown Excel spreadsheets to models that weren’t fully vetted,” says Heatwole. “We were looking to pull it all together onto a platform, add value quantification, and put it into the hands of our sellers so that they could lift up the conversation in every deal.”

iCIMS had already adopted a value selling methodology with training, enablement, and certification for its sellers, globally. With processes in place for value discovery and messaging for different personas, it was the perfect time to layer technology on top.

After evaluating various vendors, iCIMS partnered with DecisionLink. “DecisionLink spoke to us because it ran a very personalized, authentic engagement. In addition to the high level of service and excellent communication, the demos were tailored to iCIMS and really dug into our business benefits,” explains Heatwole. “DecisionLink was selling to us as we should be selling to our customers.



**STEVE LUCAS**  
CEO

*“Our mission to help organizations find, hire, and retain the best talent means it’s a strategic imperative that we focus on customer value across their entire lifecycle journey. Value selling methodology arms our people with the knowledge and the tools to execute our strategy.”*

# 3 KEY BENEFITS

that Impact the Bottom Line

iCIMS identified three factors that would ensure value realization from integrating ValueCloud® into its sales motions.



1

**Ease of Use**



2

**High-Quality  
Personalized  
Outputs**



3

**Increased  
Revenue**

# KEY BENEFIT 1

## EASE OF USE

### Simple Setup. Fast Rollout. Self-Service at Scale.

When iCIMS started using the DecisionLink ValueCloud®, the first thing they did was create comprehensive value models. This capability was a key selling point, along with the platform’s built-in flexibility and easy set up. Karen Heatwole explains, “We wanted to roll this tool out very, very quickly, and with the product design and support services DecisionLink surrounded us with, we were able to do that. So that gave us a quick time to value.” In fact, iCIMS was able to roll out the tool to its sales teams within a matter of weeks—and they started seeing results immediately.



### KAREN HEATWOLE

Vice President, Value Advisor

*“We call it five steps, five minutes to build a value hypothesis.”*



## VALUE REALIZATION IMPACT

Using ValueCloud®, iCIMS’ direct sellers are able to create value-based assets quickly and easily.

### 5 Steps, 5 Minutes:



With a tool designed for the seller, iCIMS’ sales teams can build professional, customized value hypotheses in minutes.



iCIMS was able to build and test its value model, integrate with Salesforce, run a pilot, and roll out to sales teams by segment in just 8 weeks.



### KAREN HEATWOLE

Vice President, Value Advisor

*“From the very beginning, DecisionLink provided a high level of service and great communication. This made us feel very confident that they would truly partner with us to help get us where we wanted to be on our value-selling journey.”*

# KEY BENEFIT 2

## HIGH-QUALITY PERSONALIZED OUTPUT

### Goodbye Boring Spreadsheets, Hello Beautiful Assets

Before ValueCloud®, there were “a couple of spreadsheets floating around” that sellers used to quantify value and the outputs were inconsistent. With DecisionLink, every seller has access to high quality assets that are custom designed for iCIMS.

This includes assets that sellers can use across the entire lifecycle—from sales and marketing to renewals. Frequently used assets include value assessment, financial impact one-pager, business case, executive business case summary, case studies, and value brief for web calculator output.

The high-quality outputs iCIMS sales team can now create allows them to elevate every conversation. As a result, their conversion rate has skyrocketed and the number of prospects “stalling out” between stages two and four of the sales cycle has plummeted.



## VALUE REALIZATION IMPACT

By empowering its sellers to create high quality sales assets, iCIMS has increased conversions and seen high adoption across the field.



### Increased Conversion Rate

From 12% without a value assessment to 40% with a value assessment.



### 83% Sellers using ValueCloud®

Within the first four months and 236 unique accounts have at least one value assessment done.

### iCIMS Enterprise Seller

*“I am loving [ValueCloud] so much. We can articulate our story so nicely with this [Value Assessment] report. This is going to be very impactful in the decision making process. I thank you very much for that!”*

# KEY BENEFIT 3

## INCREASING REVENUE

### The Power of Value to Boost the Bottom Line

The overall win rate increased nearly threefold to a staggering 94.5%. And the average deal size almost tripled with the inclusion of a Value Assessment.

According to Heatwole, “We thought we should get an uplift, but when we looked at our conversion rate, our win rates, and our average sales price, we couldn’t believe it. **These results just blew our minds.**”



## VALUE REALIZATION IMPACT



**94.5% Win Rate Achieved**

Nearly triple the win rate over deals that do not use the Value Assessment.



**2.9X Higher Average Deal Size**

Quantifying value helps to strengthen the business case and keep discounts low.

### iCIMS Enterprise Seller

*“Value selling has really helped accelerate my deals to a faster close, especially now that it is all consolidated into Salesforce.”*

# VALUE REALIZATION IMPACT



iCIMS began using ValueCloud® in October of 2021 and have already seen significant benefits and material gains from the value it delivers.

- DecisionLink takes the friction out of the selling process and makes two-way communication with customers easier and more effective. Having a simple framework with clear content makes it easier for buyers to communicate to stakeholders, too.
- Sellers have the ability to quickly and easily build a value hypothesis, and create high-quality, customized outputs throughout the sales process and across the customer lifecycle.
- Customers and prospects love having professional PowerPoint outputs they can use to tell the real story of what iCIMS can do for the organization as a whole, build a strong business case, and get approval at every level—faster, and more easily.
- The iCIMS Board is excited to have a platform that the entire sales organization can leverage to use value-selling throughout the customer lifecycle. This is a strategic initiative, and with DecisionLink it's happening effectively and efficiently at scale.



## Higher Conversion Rate

With DecisionLink – 40%  
Without DecisionLink – 12%



## Higher Win Rate

**2.8X increase** with a Value Assessment  
**94.5% win rate** with a Value Assessment



## Higher Average Sales Price

**2.9X increase** when a Value Assessment is delivered



## High Seller Adoption

Over **83% adoption** within the **first four months**

## WHAT'S NEXT:

### THE FUTURE OF iCIMS & DECISIONLINK

With the pace of change in the world of work today, iCIMS has an increasing need to work closely with customers to help them succeed. Whether they are helping a company attract new talent or retain that winning team, iCIMS needs to work closely with them to understand their unique requirements and how to move the needle on their own maturity models. DecisionLink makes that possible.



**KAREN HEATWOLE**  
Vice President, Value Advisor

*"Now more than ever, we have to be authentic and human and really work collaboratively with our customers and guide them. DecisionLink helps us do that. Quantifying value helps us strengthen our community, because we're doing it together with our customers."*



### KEY TAKEAWAYS

In just a few months, iCIMS has been able to build a comprehensive value model, successfully integrate ValueCloud® with Salesforce and roll it out to all of its direct sellers around the world. With near total seller adoption, the early impact on overall sales has been astonishing.

Conversions are rising. Average deal size is growing. And win rates are through the roof. That's the power of the leading Customer Value Management platform. Bring value into every customer interaction with maximum ease and impact.