



Budburst motive

Win More, Win Faster, Win Bigger
How Budburst is Helping to
Supercharge Motive's Enterprise Sales

MOTIVE'S CHALLENGES

Motive is a market leader in fleet management and telematics solutions, including GPS tracking, dash cams, and AI-powered safety tools, helping businesses monitor and optimize their physical operations. Their platform improves driver safety, compliance, and efficiency by automating workflows and providing real-time insights.

Motive engaged Budburst to improve their enterprise sales process, focusing on improving KPIs related to **time-to-close**, **trial win rate** and **average order value**. In turn, Budburst honed in on improving **discovery**, better **differentiating** Motive against competitors, and linking requirements to **value outcomes**.

WHAT BUDBURST DID

Through our proven methodology, Budburst partnered with Motive to develop the messaging and enablement needed to improve their sales process. This approach includes:

Reviewing existing collateral, strategies, and live sales calls to **identify gaps**

Building **assets**, including a thorough Sales Playbook that includes custom value-focused messaging and discovery guides

Evaluating effectiveness and applying recommended actions after the training

Hosting **workshops** with cross-functional teams to define value-based Business Impact Areas and differentiation

Creating, organizing, and delivering an onsite **training** to reinforce the assets and best practices (including practical exercises / breakouts)

"The work Budburst did wasn't just an enablement session; it is the way we operate and the rules we live by going forward."



Adam Block, Motive CRO

THE RESULTS

93% Improvement in ability to effectively differentiate Motive from competitors

85% Improvement in ability to run effective discovery

9.6 Rating – average sales team rating of likelihood to recommend Budburst for future enablement

Downstream metrics will be tracked to monitor the success of the program, including **win rate**, **average order value**, and **time to close**.

THE BUDBURST DIFFERENCE



"Budburst knew how we spoke internally, could confidently speak to our differentiators, and spoke like they were part of the team. **If you didn't know them, you could have easily said they were Motive employees.**"



"Every other training I've taken hardly ever focuses on the actual business I am working for and more so on the methodology and how you can apply it. **The direct link to Motive and what we do was unique and refreshing**"

Real Participant Feedback

Contact us
budburst.io

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