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Scaling Value-Based Discovery:
How Trellix Drives Win Rates & Sales Efficiency with Ecosystems

AT A GLANCE

90%
win rate
when Ecosystems was used—versus an industry benchmark of 25–30%

~$34M
in influenced revenue
within just two quarters

100+
sales reps
actively using the platform

Salesforce-integrated workflows
that eliminate redundant tasks

Real-time dashboards
tracking MEDDPICC-aligned value selling maturity

INTRODUCTION

Trellix, a $2B+ global cybersecurity leader formed from the merger of McAfee Enterprise and FireEye, delivers advanced threat detection, AI-powered XDR, and cyber threat intelligence. With the stakes of cybersecurity rising, Trellix needed to help its teams consistently align solutions to customer outcomes—without burdening sales reps with manual work.

To scale their value-based selling motion, Trellix partnered with Ecosystems to integrate value discovery directly into daily sales workflows and tie business cases to tangible impact.

"We are glad to be able to partner with a value organization that **helps us with coaching and mentoring our sales teams and guiding them specifically around self-service.**"

Andre Labuschagne, Solutions Architect, Trellix

THE CHALLENGE

Andre Labuschagne, Global Value Engineering Lead at Trellix, explained:

> "One of the challenges that we had around discovery was trying to align to the way of selling that we have at Trellix.
>
> We had spent a lot of time and effort in enabling our sellers on doing discovery a certain way, **aligned to things like MEDDPICC and some other thought leadership around the Three Why's (why buy anything, why buy Trellix, why buy now).**
>
> Instead of creating a new way of doing discovery for a business case, **we wanted to align to what we already were asking the fields to do in terms of building metrics."**

Scaling Value-Based Discovery
Trellix on Challenges Faced Ensuring Consistent Discovery Across Teams
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HEAR ABOUT THE CHALLENGE

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SIMPLIFYING DISCOVERY WITH ECOSYSTEMS' SALESFORCE INTEGRATION

Ecosystems' Discovery Module and Collaborative Value Assessment (CVA) gave Trellix a unified workspace to capture, quantify, and present customer outcomes—directly within Salesforce.

Trellix built their MEDDPICC sales methodology right into the Ecosystems Discovery Module, shown below, and integrated it into the sales reps' existing workflows in Salesforce.
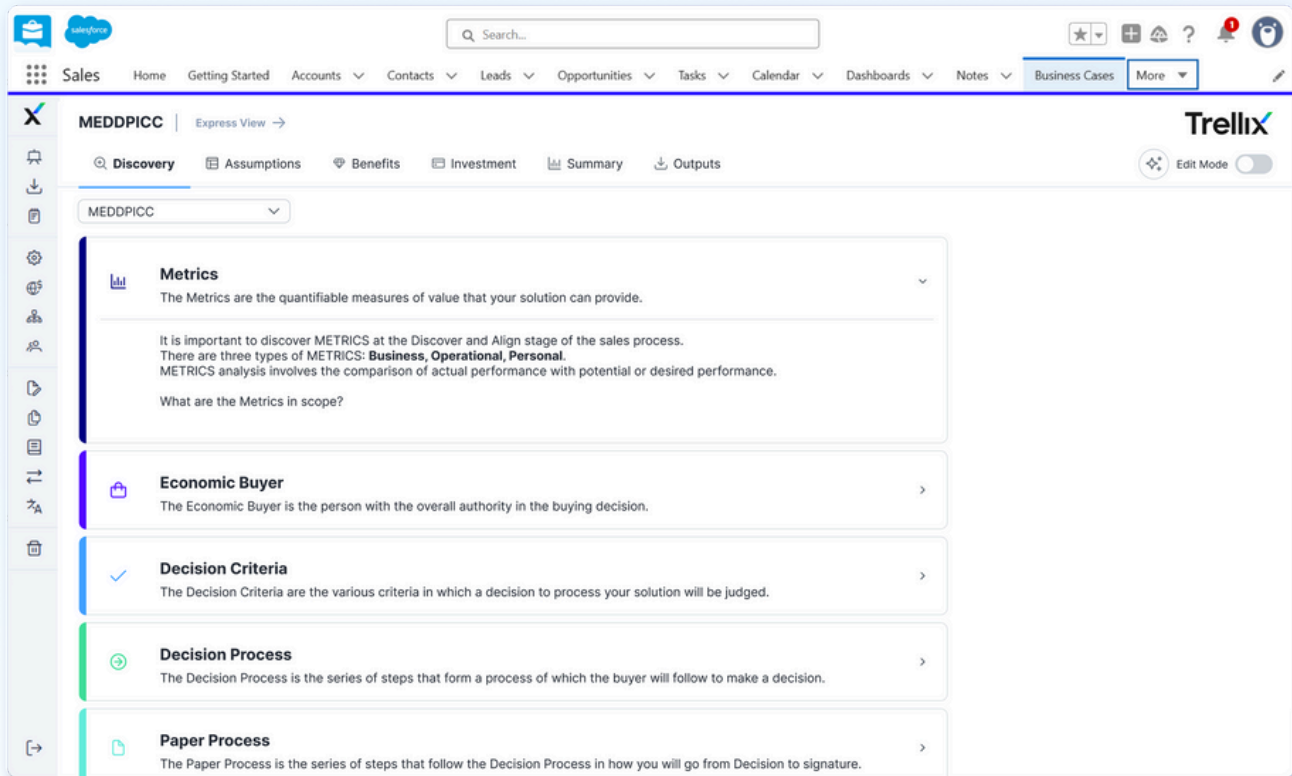
"We strongly encourage sales reps to use the Ecosystems platform directly in Salesforce in their opportunities, so that we're killing two birds with one stone. **We are automatically linking Ecosystem collaborative business cases to opportunities.**

By doing an automated pull of the data that they'd already entered in the opportunity directly into their business case, **we were saving the sales rep time and encouraging them not to have to replicate administrative tasks that they'd already been asked to do. So that way we simplify the process.**

They could see that we're building a workflow for value creation rather than a separate piece of administrative overhead to create business cases."

– Andre Labuschange

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Trellix on Simplifying Discovery with Ecosystems Salesforce Integration

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TRACKING VALUE SELLING & MEDDPICC ADOPTION

To measure whether value selling and MEDDPICC were really being used by their sales reps, Trellix used a dashboarding tool to create real-time dashboards using Ecosystems data.

> "We wanted to give a richness of information and reporting that would allow us to **quickly explain the value that we were adding to the business and contextualize it into our theaters, our sales stages, and our way of selling, so that we could identify how our salespeople were maturing** in terms of the way of selling methodology that we've spent a lot of time and effort coaching and enabling our sales force into, and then be able to view how that's progressing and maturing over time.

"As we share that data with more of our executive team, **we get input as to what's beneficial and what's not beneficial, and [see] how our culture of value selling matures in the business.**"

Andre Labuschagne, Solutions Architect, Trellix

Scaling Value-Based Discovery

Trellix on Tracking Value Selling & MEDDPICC Adoption

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BUILDING VALUE TOGETHER

For Trellix, driving outcomes wasn't just about tools—it was about co-creating value with a partner. Andre underscored the importance of partnership with Ecosystems to scale their approach globally:
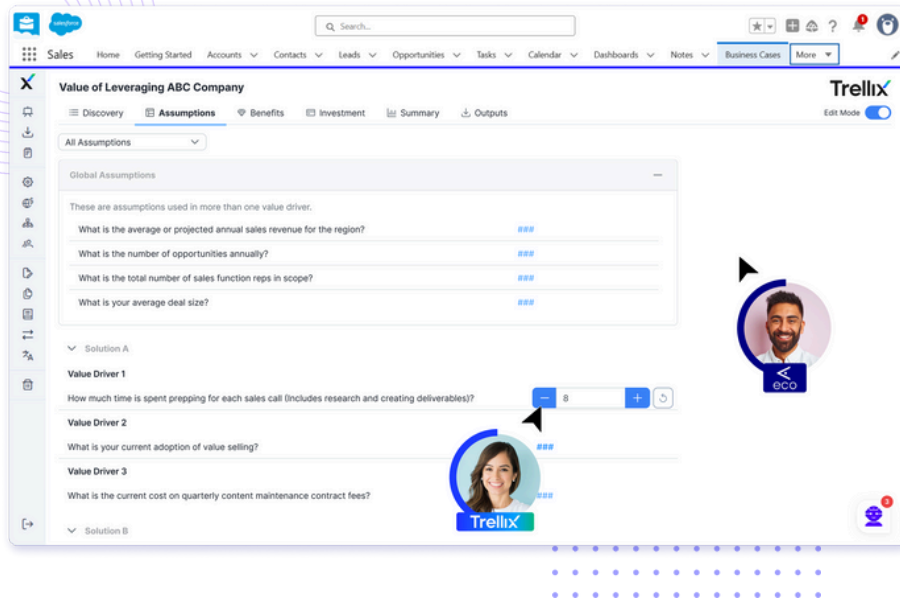
"We are glad to be able to partner with a value organization that helps us with coaching and mentoring our teams and guiding them specifically around **self-service. That's critical for us to be able to span as a multinational.**

We don't have a big value team and so the ability to partner with Eco to mature our organization around value engineering and value selling in general has been great."

Andre Labuschagne, Solutions Architect, Trellix

Trellix uses Ecosystems' [Value Consulting](#) and [Value Engineering Services](#) to build content together that competitively differentiates Trellix's value propositions. Their internal data security team, who worked with Ecosystems' value consultants, was **"excited about how accurate [the content] is, and how they truly feel a part of building the value drivers. And they're excited to see how it gets consumed by the field."**

As a final note, Andre explained:

> **"It's been great working with Ecosystems for the past 12 months.** I know Trellix has been in that relationship for a lot longer, and we've built quite a lot of content together for our business in terms of value drivers and benchmarking and that data is something that does take time to build and it matures as your product matures.
>
> **Our sales organization values that because they can come into the platform and see benefits that have been thought out thoroughly over time."**

Scaling Value-Based Discovery

Trellix on Building Value Together with Ecosystems

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RESULTS

Trellix's value program drove a significant revenue impact:

🏆 **90%**
win rate when CVAs were used, compared to industry benchmarks of 15–30%

↑ **$34M**
in influenced pipeline in two quarters

👤+ **100+**
sellers actively engaged with the platform

🕐 **Time Savings**
from eliminating duplicative tasks in Salesforce

Join Trellix in Scaling Value Discovery & Value Selling

Trellix saw a 90% win rate and $34M in impact —imagine what's possible for your team.

CONTACT OUR TEAM

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