

Growth through Sales Transformation

CHALLENGE

A leading international technology training business recognized that changes in the market place required that they re-evaluate their proven sales methodology. The existing sales engine was producing inconsistent results and margins were declining. Constant staff turnover made business growth seem unattainable.

SOLUTIONS

Deliverables included:

Sales strategy

- Performed analysis of key sales performance indicators and crafted a sales growth strategy.
- Facilitated consultative selling and territory development workshops for sales staff.
- Piloted team selling in 35 major accounts.
- Initiated strategic account planning process for key account development.

Pricing strategy

- Implemented volume based pricing guidelines.
- Established procedures for defining and pricing non-standard client engagements.

Sales force effectiveness

- Customized existing CRM tool to align with new selling model.
- Designed and implemented activity management and pipeline management processes and tools to support revised key performance indicators.
- Coached sales team on energy management techniques.
- Implemented weekly plan and review process to review progress, prioritize, and refocus.

ACHIEVEMENTS

Results were measured over a two year period.

- Average price increased by more than 50%.
- Major account sales grew through team selling 102% year 1 and 48% year 2.
- Accurate forecasting of monthly sales and cash flow improved to a variance of 15%.
- Operating income increased 207%.
- Produced record business unit profitability for two consecutive years.

“We need to evolve from a transaction-based sales organization to a consultative selling team.”