

Sales Transformation

Revitalising and embedding a new sales methodology across an entire UK acquiring and payments business.

Designed and delivered over three years of training to leadership, sales and support functions to achieve their sales transformation needs.

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Challenge

To transform a B2B sales culture from a transactional approach to one that enabled sales people to take a more strategic and holistic view of the customer. This needed to be embedded and sustained across all business lines in order to drive value through focus and prioritised activity.

How:

To create accurate and realistic scenarios that would test and develop both the mindset and skillset required to deliver the new sales methodology. This was done with a mix of practical activities, discussions and experiential learning that were built around specific scenarios which developed over the course of the programme.

In tandem with the sales training, the leadership team were trained in the skills, process and mindset to coach and embed the new practices. This included understanding and practicing the methodology as well as making observations and giving feedback. This enabled the business to have consistent language across all units and within all teams.

Key Activities:

- Engaged leaders, L&D and HR in organisational and individual development needs
- Created & delivered year-long skills development programme
- Identified and trained champions in sales coaching skills
- Designed and delivered department wide sales conference
- Ran offsite strategy planning sessions for approx. 50 leaders
- Delivered multiple 4-day offsite sales training to 100+ sales people
- Leadership & strategy training during a period of significant organisational change

Outcomes:

Over 400 sales colleagues, both new business and account development, and sales implementation people along with 50+ managers were taken through a training programme and then offered refresher and deep-dive courses to take learnings from the field and colleagues in order to refine and develop best practice – both as sales people in the field and as leaders.

After the huge success of the initial roll-out, the business chose to support both the leaders and the sales population with a mixture of quarterly coaching sessions, leadership planning and refresher days as well as courses for new-joiners. Six years later, this methodology is still in place throughout the business and has helped the different businesses engage with their customers as well as their staff in a more consistent and productive way.

Over the last three years, Edward has worked with my colleagues and me numerous times. Every course he has led has been really well delivered, I have found extremely useful and has had good tangible output. Ed has received great feedback following each session and I would certainly welcome working with him again.

Philip Harding - Director of Multinational Client Coverage