



Case Study



Sales For Non Sales

Overview

Part of the New Business Team of this major utility company was tasked to increase revenue dramatically & it was quickly recognised that they would need some sort of training to help them achieve this. The group of telephone based people had the opportunity to sell but they had little or no confidence in doing so. They did not want to be seen as 'pushy'. Even the word selling had negative connotations to some of them. They had been given what they saw as an unrealistic target for the year which they could never achieve.

Objectives

1. To increase sales revenue through skill development (as this team have had received no previous sales training)
2. To create the right mood/atmosphere in which their work could be done. (If this is right often the skill development is easier to achieve)

Solution

The first thing we had to do was to remove all the 'stuff', by which I mean all the reasons why the people felt they could not even try to sell. For example; the bonus structure doesn't work; I haven't got any sales data; the manager doesn't like me; I have been over looked for promotion, etc etc.

1. Culture /Attitude

We ran a series of sessions to make sure all of these issues were brought out into the open. Trust was established with the groups through the approach of a sensitive consultant who listened and made sure everyone had their say. Each item was taken seriously and an action agreed. Their manager was then involved to sort the issues. Some had short term actions that were completed immediately. Others had longer term actions which the employees could see where being sorted.

2. Sales Training

The training was specifically designed for the business and for this group. It included both processes & skills. The former gave them a simple process to follow in order to close more sales; a series of steps which if they followed would give them more business. Skills were then reviewed with input on how to sell; what questions to ask; how to listen more closely to the prospect, how to ask closing questions etc.

There then followed a series of one to one coaching sessions, where each person received coaching from the consultant at their desk; Calls were listened to and encouragement and feedback given, to increase their confidence and their skill level.

Qualitative Results

The Manager & team leaders voiced their approval of the changes;

1. "It's fantastic they are trying so much harder"
2. "They are having such fun selling & they are helping each other"
3. "The atmosphere is wonderful, other departments are saying they want what we have"

The team voiced their approval of the new approach in selling built on a new attitude to work;

1. "I'm softening my voice and many customers seem to be more open to talking and I'm getting more sales."
2. "I've tried not to give up when I get objections and it's working."
3. "I've shortened my approach and it seems to be working, partly because I can make more calls and partly because I sound less pushy."
4. "I'm definitely thinking more about what I say and how I say it."

Quantitative Results

The team not only achieved their target for the year, they reached **136%** of target!