



PROBLEM STATEMENT:

Empowering Sales staff to drive business performance improvements.

Our client changed their strategic direction to be more aligned to the digital advertising market. They had a large Sales force that was required for handling the customer base but their skills were no longer relevant in the agile, digital environment. They knew in order to be successful in achieving their corporate goals their Sales force required a significant shift in culture.

Client profile

- Australian Advertising Industry
- Business to Business
- 400k+ customers
- 500+ sales FTE
- \$1B+ Revenue

Key Team Roles

- Sales Management
- Training and Capability
- Incentive Management
- HR

Business Impact

- Alignment of Sales objectives to Organisational goals, empowering the Sales force with purpose
- Daily stand-up meetings to motivate staff by keeping them informed with progress and celebrating wins, creating healthy competition
- Improved the dollar return value by 3%, equivalent to \$25M
- Updated training/capability program provided the required tools to sell in today's market with digital products
- Improvement in staff retention, resulting in an improved attrition rate of 1%
- Increased number of F2F and Telesales contacts per week delivering greater efficiencies and effectiveness

HIGH PERFORMING SALES CULTURE



Approach: Embracing a changed mindset, developing a clear strategy and coaching strong leaders is critical.

Collaborating with our client we gathered all the relevant information and insights and designed a program for a high performing Sales culture. This program provided our client with the solutions and resources required to influence great change in their Sales force and ultimately maximise enterprise value.

Key steps to creating a high performance Sales culture:



Strategic initiatives implemented:

- Identified relevant Sales KPIs to influence the Company's strategic objectives. Communicated the company vision and strategy to Sales force to bring them on the journey of how they influence the overarching objectives. Alignment of annual performance objectives and bonuses creating an environment of purpose, empowerment and authority.
- Roll out of a new training/ capability program providing staff with the skills to be successful in selling digital products in addition to the sales/ service skills required to deliver exceptional customer experience.
- Developed an enticing incentive program with monthly and quarterly rewards to create healthy competition and deliver improved revenue and profit results.
- Data and insights used to pivot in order to influence desired outcomes - maximise results.
- Increased frequency of communication with daily stand up meetings and weekly performance results of high performing teams and individuals. This led to increased motivation, effectiveness and performance.

IMPROVEMENT IN ATTRITION

+1%

MONTH ON MONTH

CUSTOMER CONTACTS

+30%

YEAR ON YEAR

IMPROVEMENT IN DOLLAR RETURN

3%

YEAR ON YEAR