



**PROBLEM STATEMENT:**

## Building a growth mindset to increase revenue and customers.

### Client profile

- Australian Advertising Industry
- SMB Customer Segment
- 200k+ customers
- 1500+ employees
- \$600M+ Revenue

### Key Team Roles

- Program Manager
- Sales Managers
- Sales Trainers
- Commercial Analysts
- Sales Agents

### Business Impact

- Plan Your Work Week provided a consistent way of working and a transparent structure to the work day across all levels within the Sales department
- Increased the time sales agents spend with customers
- Enabled sales agents to focus on activities valued by customers
- Increased closes per day
- Increased the number of customers contacted per day
- Delivered improvements in revenue and customer numbers
- Reduced customer cancellations

Our client was predominantly a print based advertising business which generated strong revenues for many years. As the world began to go online our client created digital offerings for their customers but over the years, competition strengthened and resulted in steep revenue decline for our client. Our client needed to create a growth strategy and a key enabler was transforming the sales model. As part of transformation the sales teams needed to become more efficient and productive.

## Establishing consistent tools and frameworks was fundamental in achieving improved productivity and effectiveness from sales teams and agents:

The desired outcome of the transformation was to grow revenue and customer numbers but in order to do this, sales agents needed to be able to spend more time with customers rather than completing administrative tasks. Our approach was to work with the sales subject matter experts to understand the

current attributes and activities of high performing and low performing sales teams. We used this information to build the required frameworks and tools to support both managers and sales agents in effectively planning their work week to improve productivity and maximise sales results.

### Initiatives implemented:

- Established a set of tools and resources for sales managers and sales agents to effectively “Plan Your Work Week”
- Developed a set of guiding principles to underpin the new ways of working
- Defined objectives and targets for sales teams/individuals to aim for in order to achieve greater productivity
- Designed and built a Sales Managers Guide for “Plan Your Work Week” that provides structure and guidance on team management, coaching, activities and prioritisation
- Designed and built a Sales Agent

- Guide for “Plan Your Work Week” that includes guiding principles, objectives and targets, tools for tracking outcomes and prioritising workload, as well as best practice checklists and the anatomy of customer interaction. These tools enabled sales agents to spend more time selling and being able to proactively service customers by reducing the percent of time spent on non-sales administrative tasks
- Plan Your Work Week provided a consistent way of working and a transparent structure to the work day across all levels within the Sales department

INCREASED TALK TIME

**+2 HRS**

PER DAY

IMPROVED CANCELLATIONS

**24k**

CUSTOMERS RETAINED

IMPROVED NET RETURN

**+\$23M**

PRIOR YEAR