



Pioneers of *Effortless* Learning & Development

## Case Study



### About our client

A global resourcing organisation

## The Brief

Our client had identified a skills gap within their existing UK sales team and recognised that the current approach adopted by the team was not in keeping with the services and solutions that they provided. Support was required for a more consistent, robust and profitable approach towards growing sales revenue.

In discussions it was agreed that effective identification and cultivation of new business opportunities was seen as central to the success of revenue growth. It was also agreed that having secured the business, building enduring relationships with existing and new clients would help support the continued growth of additional revenues opportunities in the future.

## The Process

Working closely with our client we completed a Training Needs Analysis which detailed some of the causes for the current underperformance of the sales and account management teams and additional needs for the Business Unit, some of which were critical to its success.

An initiative was proposed for the UK sales and account management teams to participate in a bespoke modular learning event designed to bring behavioural changes to the sales methodology. To identify and evaluate the existing skills and understanding of each of the team members, a preliminary workshop was designed and delivered that provided a benchmark for the client agree the best way forward to achieve their objective.

Having established the levels of understanding and skills a modular learning programme was designed and delivered focusing on the key success drivers. These were delivered over a period of weeks allowing for coaching follow-up to take part between modules to ensure the transfer of learning had taken part and skills were utilised within the job role.

## The Results

Having completed the preliminary workshop, members of the sales team had been assessed by the Senior Managers and as a result the client was able to identify those individuals within the team that required additional skills. Throughout the modular programme members of the sales team took part in a range of activities designed to closely match their job roles.

The results from the modular programme have enabled the sales team to take on new skills and levels of understanding along with a growing appreciation of their roles and the importance that they play in the success of the business.

Following on from this programme, T10 have been engaged on a range of further initiatives and now work closely with the client in supporting their global success.