

Fast facts

Client



Sector

Information technology

Scale

CAE Technologies employs c50 people

Training objective

- To train a newly formed team of internal sales people to a minimum standard of competence
- create a standard methodology
- increase the number of leads and sales appointments
- increase the effectiveness and performance of the team.

Results

- increased overall performance by 332%
- individual team member improvement ranged from 120% - 254%
- leads rose from 28 per month to 93
- Clarified the company's value propositions
- enabled the team to deliver clear and succinct 'elevator pitch'

Sales Prospecting training delivers immediate, measurable results improving number of quality leads delivered.

The Client

CAE Technology is a reseller providing total IT network solutions, including a comprehensive range of services to manage the whole lifecycle of events surrounding IT, networking infrastructure and Telephony.

The Business Driver

Following an MBO 10 months earlier, the company had ambitious growth plans to increase their new business client base, selling and delivering services-led IT solutions to the SME market. They had recently increased their existing 2 person internal sales team by a further 3 people all of whom had varying skills, industry knowledge and historical training.

The existing team had been delivering c28 leads a month, and some of the newest starters had yet to deliver. Most were unsure of the company value proposition, even more so the solutions and industry specifics.

The Challenge

As Stuart Ginn, Sales Manager for CAE Technology, explains: "We had invested significantly in our new internal sales team, needed to ensure consistent high delivery of well qualified leads for our field-based team to enable them to deliver our revenue and profit margin targets. Without the in-house skills, experience or time to train them ourselves, we sought outside specialist help".

The Project

Fizz utilises their own in-house training course developed and delivered to enable new hires to set sales appointments and generate sales leads for other companies within 1-2 days of employment. However, CAE staff had to remain on site, and available time for training was limited. A two-day staged course was developed to :

- firstly assess the base-line competence; through activity-based exercises achieve a minimum understanding of the company value proposition and through multiple role play exercises, achieve a level of fluency and competency taking into account the widely varying abilities and experience of the team.
- The second stage day, undertaken three weeks later, included a swift group review of challenges encountered in the interim, a period of individual observation in action, and then individual coaching including specific actions and changes.

The results : between the first day and second day

- Team improvement after the first day – 128%.
- Team improvement after the second day – 158%
- The team's confidence and fluency was markedly improved, the company value proposition understood and consistently articulated
- The field sales team developed confidence in the quality of the leads being provided

"The difference was immediate and measurable, the team were energised and engaged and we got what we wanted – a trained team, delivering good leads for the sales team – satisfaction all round" said Stuart.