



CUSTOMER SUCCESS STORY

Business Acumen Training and Coaching Increases Revenue

EXECUTIVE SUMMARY

CUSTOMER NAMES – several customers

- Major Telecommunications company
- Global Staffing company

BUSINESS CHALLENGE

- Sales were lost because the sales people were not skillful at “talking in business terms” to business owners and department heads.
- Revenue was left on the table because sales people were not knowledgeable about the interrelationships of the business functions.

SOLUTION

- Designed and implemented a “learn by doing” and “apply the content” program to sellers and managers.
- Conducted assessment based on input from senior management, sales management, sales coaches, and sellers.
- Provided custom training program, for in-classroom and outside-the-classroom learning.
- Implemented the program, which included self-paced learning, highly interactive classroom activities, and 12-week on-the-job coaching program.

BUSINESS VALUE

- Increased sales.

For additional information, contact:

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HENRY LIEBLING, CO-FOUNDER, MOREVIRTUAL.com

Henry has significant experience with all phases of sales training and development, including assessment, design, development, delivery, and evaluation.

He has developed training and certification programs for sales and service people, for AT&T, Microsoft, National Westminster Bank, The Equitable, and The Home Service Store.

In serving both of these customers, Henry played a key role in conceptualizing and designing the overall program and individual lessons, developing materials, conducting workshops, and designing and implementing the train-the-trainer on-the-job program for the coaches (first-level managers).

The CUSTOMERS

- Both customers are leaders in their industry.
- For the telecommunications company, the focus was selling to the small business market.
- For the staffing company, the focus was selling to acquisition and retention accounts, for businesses of all sizes.

PROGRAM OBJECTIVES

The objectives of the program were to teach sellers how to:

- Talk intelligently with customers in business terms.
- Listen for and recognize potential opportunities and justifications for services.
- Propose, explain, and justify those solutions and their benefits in business terms.



CORE CONTENT for BUSINESS ACUMEN PROGRAM for SALES PEOPLE

The core content included:

- The Business Lifecycle and Its Impact on Business Focus
- Business Organizations and Its Impact on Decision Making
- Business Functions
- Understanding Sources of Revenue and Expense

DELIVERABLES

- Needs Assessment
- Instructional Design
- Live Leader Led Workshops for sellers and coaches (sales managers)
 - Sellers participated in a 7-hour class (delivered in half-day sessions)
- Instructor Guide, Student (Learner) Guide, and Presentation Slides
- Model Calls – Skill/Role Plays and Actionable Practices, based on Detailed Customer Scenarios
- Laminated Job Aids (Pre-Call Industry Briefing/Research Sheets)
- On-the-Job Coaching Program and Materials, including train-the-trainer for the coaches to deliver the coaching program
 - 13-weeks of structured activities
- Pre-Workshop “Business Basics” Handbook
- Quiz Show Game (using GameShow Pro)
- Actionable Practices, based on Detailed Customer Scenarios
- For one of the customers, we provided a 4 minute video featuring the Vice President announcing the program.

SPECIAL HIGHLIGHTS

- The Business Group Vice President spontaneously taught some of the curriculum. This had an extremely positive impact on his direct reports and sellers.
- Both clients wanted us to integrate our Business Acumen content with the content provided to them by other consulting firms. The other consulting firms were Wilson Learning (consultative selling) and Acclivus Corporation (R3 sales methodology).
- With both clients, there was a lot of collaboration, to ensure the content “fit” the client environment.

FROM THE CLIENT

- "We realized immediate results; our sales representatives immediately adopted new learning and skills and experienced larger sales on the same day the course work was completed! You can't ask for more than that!"
 - Vice President and General Manager

BUSINESS VALUE SUMMARY

- Increased sales.