



Increasing sales performance - winning with the winners

Challenge

A newly appointed Sales Director wanted to create greater accountability and engagement for an EMEA sales team by engaging them in the business' strategic objectives.

The requirement focused on developing effective end to end execution processes, including clarity about strategic direction and alignment of the team around clear roles and responsibilities, but two other factors were critical to success: the team's ability to shift to a strategic key account management model and to develop high performance collaborative behaviours to deliver the common team goal.

Method

- We developed a workshop for the EMEA sales team that was highly interactive and included much experiential content.
- Every individual completed an individual analysis of their role in context of the strategic objectives using our 5MAP technique.
- We developed and rolled out a performance dashboard to the team.
- We developed and delivered an interactive strategic account management case study to help the team understand the attitudes, mindset and behaviours required.
- We created a number of experiential events to challenge the team and individuals to deliver performance under pressure.

Result

- The team is exceeding their stretch sales revenue and margin targets at this time
- The performance dashboard is embedded and now drives their results management
- The team's execution process is a model for the global sales and commercial organization

"At year end sales revenue and margins had improved dramatically, more than met corporate targets and exceeded all expectations ...this project came in a year ahead of plan and both executives directly involved in leading and sponsoring this project achieved significant promotion and recognition on successful completion"

For more information

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