

CASE STUDY

Sales Team Enablement



Situation

Employees in a large-sized firm were career engineers tasked to deliver a sales target in order to meet the organization's aggressive growth targets. In discovery with the VP Sales, PPS recognized that there were no adopted competencies for the role and no documented sales process. Developmental opportunities were inconsistently made available across the organization. Managers were not equipped to coach and develop employees to desired behaviors. In order to achieve sales goals, we created a holistic skills-development system.

Desired Outcomes

- Develop skills to generate services demand and influence key decision makers within client organizations.
- Nurture relationships with clients through interpersonal acumen.
- Manage each sales territory to achieve revenue targets.
- Apply knowledge of the firm's product portfolio to solve existing and anticipate future customer challenges.
- Employ a repeatable, dynamic sales process.

Our Solution

As part of the process to develop a competency model for the sales engineer role, PPS International Limited held focus groups that included employees and managers. This also served as a way to document a repeatable sales process. We built a 360 assessment based upon the competency model and administered it, building individualized development plans and identifying organizational needs for the population. We designed and facilitated a two-day, ILT event that debriefed the assessment results, introduced sales tools, and equipped managers to develop talent on their respective sales teams.

Success Indicators

- Adoption of documented competency model by target employees.
- Documented sales process to guide selling activities.
- Increased engagement with existing sales enablement tools.
- "Improved morale and engagement" —VP Sales.
- Created first-ever individual development plans.
- Equipped managers for talent development and provided insights to organizational skill strengths and gaps.

Products & Services

- Customized 360 Assessment
- Group Analysis and Debrief Workshop
- Competency Modeling
- Work Process Definition in the form of Sales Process Diagram
- Custom Instructional Design & Development Services
- Facilitation Services
- Manager Support Resources and Tools

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