



# CASE STUDY

**Mobile telephone distribution company looking to create a culture of people development and launch a sales training academy.**

Industry:	Project Type
Telco	White Label Sales Development Zone
<p><b>Challenge</b></p> <p>Rapidly expanding distribution business with c70 sales people recognised that:</p> <ol style="list-style-type: none"><li>1. They had a high staff attrition level and wanted to reduce it.</li><li>2. Their recruitment process was not attracting the right people with the relevant skill sets and attributes.</li><li>3. There was no structured development programme and no consistency across the multi-branch business</li><li>4. There was no culture of individual development and progression</li></ol>	
<p><b>Solution</b></p> <p>Sales Development Zone provided:</p> <ol style="list-style-type: none"><li>1. An employee survey looking at the culture, the loyalty and the whole area of development</li><li>2. Immediate identification of management issues in certain locations</li><li>3. A white label development site branded in the image and identity coming from employee suggestions – creating a company academy</li><li>4. An assessment created around identified pre-requisite sales skills used in the selection process</li></ol>	

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5. The material to create a sales development induction training platform
6. Post-training tests to create individual development plans.
7. Introduction of sales qualifications for a structured development path.
8. Creation of individual development path for career development
9. The creation of product specific assessments for relevant manufacturer product knowledge
10. A library facility for all product training info

## Results

They have reported a 30% reduction in staff attrition and they have exceeded their revenue and profit targets for the last 3 months consecutively (previous 3 months had fallen short)

## Customer Feedback

*Using Sales Development Zone to create our own academy gave us the full toolkit for us to be able to deliver our company vision on people development. I don't use the phrase "world class" often but we have certainly found this product to be exactly that. We made some immediate restructuring decisions based on the survey and have already seen an increase in our closing ratios and a significant reduction in our staff turnover. There is a real feeling of inclusion and future opportunity.*

**Sales Director**

[sales-development-zone.co.uk](https://sales-development-zone.co.uk)