



CASE STUDY

Marine Product manufacturer (High Tech) looking to create and deliver customer focused culture across the business

Industry:	Project Type
Marine	Sales Development Zone + Delivery
<p>Challenge</p> <p>Young, growing high tech business selling products into the marine industry.</p> <ol style="list-style-type: none">1. They wanted to create a culture of customer focus and sales within the business2. Their recruitment process was not attracting the right people with the relevant skill sets and attributes.3. To significantly enhance the sales skills in a proactive telesales environment4. To give management a structured programme of development5. To introduce account management skills into the business as the business expands	
<p>Solution</p> <ol style="list-style-type: none">1. Creation and delivery of a foundation workshop on customer focus and the importance of sales for all of the staff.2. Foundation skills assessment to give detailed understanding of skill sets of sales staff3. Creation of pre-interview assessment to provide shortlist of suitable candidates	

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4. Use of material and plan for assessment centre used in the selection and recruitment of new sales staff.
5. Programme of frequent workshops for milestone development plans
6. Creation of qualification levels within business
7. Use of full suite of sales training material
8. Use of Sales Management development material

Results

Successful recruitment campaign for new sales staff. Exceeding of sales targets since implementation. Reported engagement and motivation of all sales and non-sales staff.

Customer Feedback

We took on the Sales Development Zone as the major tool for us to change the culture within the business and deliver a structured development programme. We've not only been very impressed with the quality of the material but have also been pleasantly surprised with the additional material available. We have used the assessments and the assessment centre material with great success. Early days but we're now hitting our numbers and on a roll.

Managing Director

sales-development-zone.co.uk