**Global Operator Rings In Improved Sales Behaviors**

**Challenge:** Deliver a sustained improvement to commercial performance across all regions, by instilling a culture of continuous learning and manager-led coaching, for a global mobile telecoms operator.

**Approach:** The mobile operator approached Strategy to Revenue to build a program to give sales managers the necessary skills to deliver on the job coaching to their teams. The Pathfinder process identified the company culture and common personality traits amongst sales managers which were shaping the behavior of the sales team. From here, an international standard for sales coaching competency was established. Using the SKILLBuild™ assessment tool a bespoke, self-paced learning path was then created for each sales manager which included a mix of online learning and workplace activity. Successful completion of the course ensured a consistent base level of competency, which was then enhanced via a two-day intensive workshop, affording

sales managers the opportunity to discuss their learning and share examples of best practice.

**Result:**

Six weeks after the course the client gave feedback that the right opportunities were being addressed in the right way by the sales team.