ENGAGEMENT MODELS: FRONTLINE CAPABILITY BUILDING

We instituted a comprehensive capability building and culture change program that is driving commercial results

Client context

- *Complex B2B solution selling organization, but…*
- *…salesforce lacked understanding of how to engage customers effectively…*
  - In the habit of selling "point" solutions
  - Spent more time advocating existing offerings than using inquiry to understand customer needs
- *… leading to declining pipeline and bottom line results*

Approach
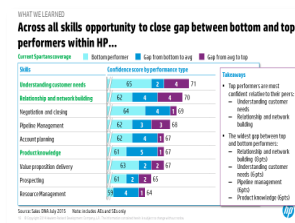
Sales DNA survey to identify which skills to feature in capability building workshops
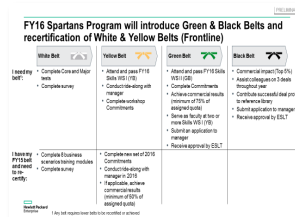
Frontline program with multiple attainment levels and field Commitments to drive commercial impact beyond the classroom

3 day practitioner-led workshops to teach skills using scenario-based role plays that "make it real" for sales participants

Impact

- *Organization-wide participation*
  - **7,000+** participants completed **online product knowledge modules**
  - **2,200+** attended **3-day skills workshops** hosted across the globe
  - **850+** completed **post-workshop Commitments**
- *Real commercial results* Those completing program:
  - Were **2x more likely to grow early stage pipeline**
  - Closed deals directly attributed to the program worth **~$60M realized in FY15,** which is impressive given long selling cycles and a mid-year kick-off

Client name: X
Team set-up: X
Fees Structure: X

What was unique: X