



## SOLUTIONS THAT DRIVE RESULTS

### MANUFACTURING

#### Global Chemical Manufacturing Company

##### Issue

The client needed to increase market share and sought to incorporate the company's technological advantage into their selling process. A solution needed to transition and leverage another training firm's existing content. Simultaneously, the client wanted to move away from a workshop format and develop a long-term curriculum.

##### Solution

Wilson Learning built upon the client's previous training investment by implementing a customization of various courses (*The Counselor Salesperson*, *UPFRONT: Persuasion Through Presentation*, *The Versatile Salesperson*, and business acumen training).

First, regional managers participated in the training and sustainment process. Sales reps were trained 60 days later. Wilson Learning developed salesperson reinforcement modules. Regional managers also received mini-modules to support and coach their salespeople.

##### Outcomes

As a result of the new skills and our learning approach, the company grew market share from 7 to 10% in one year and an additional 2% the following year. They attributed an impact of \$12.8 million from the skills learned.

**\$12.8 million from skills learned**



#### Leading Manufacturer of Consumer and Industrial Paper and Packaging Products

##### Issue

This client was not fully leveraging the business value of their products and services in their relationships with key accounts. Their ability to expand product mix inside these accounts was hindered by limited contact with senior leaders.

They wanted to focus efforts on their elite Strategic Account Managers (SAMs) to expand business in existing key accounts, and more successfully connect to customer's strategies.

##### Solution

Wilson Learning developed a Strategic Account Planning program for this select group focused on developing specific competencies for expanding customer contacts and understanding the customer's critical success factors.

Planning and reinforcement tools ensured more effective strategic planning and execution of the SAMs' account plans.

The program was customized for the participants' situation and included manager coaching and reinforcement discussions, field assignments, and full-day Account Strategy Review sessions.

##### Outcomes

Strategic Account Managers reported positive results coming from the changed behavior and performance.

Achievements included:

- » 33% increase in new contacts
- » 19% gain in new contacts at the VP level or above
- » 21% increase in new contacts in other functional areas

## Specialty Materials Company

## Issue

The client had to set itself apart in a niche market characterized by the impact of a sluggish economy and intense market competition. To do so, the company realized it had to adopt a more consistent solution-focused selling approach that would enable its salespeople to:

- » Close existing sales faster
- » Create new business opportunities
- » Increase business revenue

## Solution

To address performance issues, the company decided to implement *The Counselor Salesperson*. Salespeople learned how to build trust in their relationships with customers, how to uncover the hidden needs of customers, how to propose solutions to address customers' needs, and how to develop plans to support customers after solution implementation.

## Outcomes

As a result, the company was able to generate profit despite a highly competitive niche market.

Salespeople generated \$27 million in revenue, with over \$11 million (40%) attributed to counselor selling skills.

The program helped the company sustain its competitive advantage—providing a consistent solution-driven selling approach to close existing sales, nurture current clients, and create new business opportunities.

*\$11 million in new revenue*



## Leading Global Industrial Equipment Manufacturer—Customer Support Division

## Issue

The client, while successful, wanted to move to the next level. The challenge was based on maintaining the “percent of possible sales” rate while increasing profitability through better margins.

## Solution

Wilson Learning created a customized solution based on *The Counselor Salesperson* and the *Sales Advantage Series*. Senior executives were involved in helping define the measurable results they expected.

As a prerequisite, individuals participated in eCSP, an online interactive program. This was followed by a day long application session in which skills were applied to actual customer cases. Three days of advanced sales training followed, with application and strategy development for real client accounts.

## Outcomes

The division is very satisfied with this implementation, as salespeople developed the skills needed to communicate credibly with business executives and develop strategic plans based on a long-term, global understanding of their customers' business.

One salesperson closed a \$5.5 million deal—a deal not possible before the training; other salespeople mentioned similar successes.

*One salesperson reported closing a \$5.5 million deal*



### Large Industrial Equipment Distributor

#### Issue

The client realized that to compete in the current competitive landscape and to stay on top of its game despite industry decline, it needed to change its sales strategy to:

- » Address skill gaps identified in salesperson assessments
- » Help the company move toward a more consultative approach to selling

#### Solution

Wilson Learning provided:

- » A salesperson assessment to identify the most important skill gaps
- » A pre-workshop call with sales executives to overview the program
- » *The Counselor Salesperson* workshop for salespeople and sales managers
- » A *Coaching for Performance* (CFP) workshop for sales managers to support their coaching efforts
- » Counselor Planner tool for planning sales opportunities
- » Tips, reminders, and reinforcements following the workshop

#### Outcomes

The development initiative was effective in addressing the company's business needs:

- » Participants attributed over \$150K in new revenue to the new selling skills
- » 72% of participants agreed that the program improved their productivity
- » Participants increased their ability to prepare for client meetings, take a customer-centric problem-solving approach, and handle buying objections

**\$150K in new revenue**



### Major Print Production, Mailing, and Distribution Company

#### Issue

The client wished to address several key issues affecting the company's sales success. First, the sales team did not have a common sales language, making it challenging to coach them on consultative selling techniques. Second, the company wanted to quickly grow its sales territories by developing customer-focused solutions.

#### Solution

Wilson Learning customized *The Counselor Salesperson* to the company's needs and so that it could be delivered at different sales meetings. Reinforcement and coaching tools were built into the solution to bridge the gap between meetings and to ensure retention and application of the concepts and skills.

#### Outcomes

All members of the sales team benefited from the training. The younger and newer members were able to establish their territories and are now seen as top contributors for the company. The more experienced members of the team saw the training as a way to refresh and enhance their sales skills.