

SOLUTIONS THAT DRIVE RESULTS

Technology

Global Software Company

Issue

The client found that its sales approach was too product focused and did not adequately demonstrate how its products and services provided business benefits to clients. Furthermore, the company's sales team lacked consistent sales practices, making coaching and measurement difficult.

Solution

Wilson Learning thoroughly researched the company, its markets, and its go-to-market practices. Then we developed a framework specifically for the company to teach the skills and provide the tools necessary for the company's sales team to become consultative sales associates, not simply order takers.

Wilson Learning first held two full-day workshops with company sales vice presidents and managers to gain leadership buy-in. These leaders then championed the learning when it was rolled out regionally to all sales associates. *The Counselor Salesperson* provided the foundation and mindset to build more profitable long-term relationships.

Outcomes

The company reported an increase in sales of \$4.5 million by accessing higher-level decision makers and better solving client needs.

- » 86% of sales personnel are now better prepared to address client issues and questions
- » 72% of sales personnel are now creating new business opportunities with clients
- » 94% of sales personnel are now gaining access to other levels or contacts within client organizations

Increase in sales of \$4.5 million



Enterprising Semiconductor Equipment Company

Issue

This organization faced increased competition and needed to evolve its product-driven sales approach to a solution-focused, consultative approach that would be used consistently by the salesforce.

Solution

Wilson Learning worked with the client to create a customized version of *The Counselor Salesperson*. The development initiative represented a significant investment for the company and required evidence of the return on their investment.

Outcomes

In less than one year, account managers attributed a total of \$1.9 million in sales to the training they received. Based on the firm's total investment, the firm achieved an ROI of 35:1.

ROI of 35:1



Leading Computer and Technology Software Security Company

Issue

The company sought to develop its salesforce and address several key performance areas, including:

- » Planning for strategic calls
- » Competing effectively
- » Establishing credibility and value

Solution

Wilson Learning delivered *The Counselor Salesperson*, which focused salespeople on a solution-selling methodology. The program was designed to help them identify the client's current situation and needs, use a problem-solving attitude, and build credibility for developing long-term customer relationships.

Outcomes

68% of participants reported substantial skill improvement with asking the right questions to identify clients' current situation and needs.

67% reported adopting a problem-solving attitude to balance selling and addressing client needs.

Each representative reported on a specific sale made using solution-selling skills; the percentage of attributed credit to those sales exceeded \$2.5 million.

Sales exceeded \$2.5 million



Global Technology Company

Issue

This organization has a large population of technical consultants. The consultants are extremely knowledgeable and well-versed in product knowledge, but lack the skills necessary to work consultatively with their clients. The firm decided to take action, and solve their problem of abundant technical knowledge and few people skills.

Solution

Wilson Learning implemented *The Consultative Process* to teach technical consultants how to build client relationships and develop compelling solutions aligned to their clients' needs.

To accommodate the client's need to reduce travel expenses, Wilson Learning developed a virtual classroom version of *The Consultative Process*, a live-facilitated classroom experience, delivered via virtual classroom technology.

Outcomes

The virtual workshop is in high demand across the client organization. More than 700 consultants have strengthened their interpersonal skills and are better equipped to meet their clients' business needs.

The virtual format has enabled this organization to train its global workforce more cost effectively and greatly reduce travel expenses. The program was delivered to consultants in the Americas, Europe, and Asia.

More than 700 consultants have strengthened their interpersonal skills



Global High-Tech Company

Issue

This client knew that its salespeople needed to call higher, wider, and deeper in order to achieve the sales growth they desired.

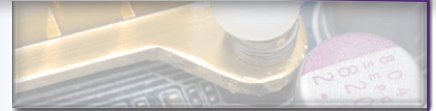
Solution

Wilson Learning delivered the *Sales Advantage Series*, which teaches advanced sales strategies and techniques to experienced salespeople. In the workshop, salespeople learned how to communicate credibly with executives and develop solutions that add value to the customer's business.

Outcomes

Three months after attending the session, 75% of participants reported they were calling at an executive level, as compared to 29% prior to attending the session. 62% of participants said they had closed one new opportunity as a result of the workshop, and 94% had identified new opportunities.

94% identified new opportunities



Global High-Tech Company

Issue

This organization merged with a former competitor and had two worldwide sales forces with inconsistent go-to-market strategies, development systems, and assessment processes. The organization needed concrete, real-world data at the individual and organizational level to support the prioritization of limited workforce development resources as they created a Sales University. With assessment results, salespeople would have focused insight on their strengths and development needs and, consequently, would make better-informed decisions when planning their development.

Solution

The solution consisted of individual multi-rater assessments, knowledge tests, individual reports, group reports, feedback sessions, and data analysis. Specifically, Wilson Learning:

- » Partnered with other vendors to implement assessments, set target scores, and test participants on their product and technology knowledge
- » Provided a mechanism for participants to view and download assessment surveys in ten different languages
- » Developed multiple custom individual and group reports
- » Created a data feed to the customer's development system

Outcomes

Over 18,000 skill assessments and 10,000 knowledge tests were delivered to salespeople in approximately 200 different sales roles. The assessment process had a very high (90+%) participation and acceptance rate. The client's workforce development organization used the results to guide curriculum design, development, and resource utilization to create a more effective organization. The assessment process has also become the mandatory point of entry into their Sales University program. Salespeople review their assessment results with their managers to create development plans and select learning options in the University.

*18,000 skill assessments
and 10,000 knowledge tests*



Software Company

Issue

This client sought organizational growth through sales training. They hoped to achieve speed to proficiency in understanding the business and implementing a solution-selling approach.

Solution

Wilson Learning delivered a custom 3-day program with content from *The Counselor Salesperson*. The first two days centered on solution selling and the third day culminated in a highly interactive team challenge exercise. The wrap-around approach included pre-work and post-session reinforcement.

Outcomes

A 4:1 return on investment with a 31% increase in business was attributed to the training. Over 75% of participants indicated they created new business opportunities as a result of the program.

31% increase in business



Electronic Equipment Distributor

Issue

The organization was challenged with being a value-add distributor in a mature electronic component market. It needed to develop a consultative approach to retain its existing customer base and emerge as the market leader.

Solution

Wilson Learning designed the solution around the company's strategic model. The customized program was implemented for their inbound salesforce at their sales meeting. Field application engineers and account managers also received training with a focus on face-to-face sales situations. Reinforcement and management support helped drive the application of the concepts.

Outcomes

As a result of this initiative, the firm has been successful in keeping their existing client base. They have intertwined this initiative into their overall corporate goals. Management believes this initiative has further enhanced the team's performance and helped them better serve customers.