

Case Study Series: SALES TURNAROUND

The Client: a leading worldwide provider of business information and services.

The Challenge: Mixed abilities, fluctuations in performance and a high staff turnover typical of sales teams was causing recruitment activities to drain Regional Sales Managers' (RSM) time and effort away from achieving targets through their people.

The client requested a training course.



The Proposal: After analysing the situation, it was suggested that, rather than just a training course, the solution must be aimed at enhancing the probabilities of achieving tangible results.

- ✓ A practical "how-to" Workshop to help participants understand how significantly our own behaviour as a manager can affect our people and their performance.
- ✓ Proposed disciplines and methods, practised with tailored role plays, to engender a totally different approach that stimulates positive responses.

- ✓ Coaching with McQuaig System™ support to help RSMs understand their natural leadership style and how to adapt in order to be more successful.
- ✓ Coaching with McQuaig System™ support to help RSMs understand how to bring out the best in each direct report.
- ✓ Review Session - to allow RSMs to seek further explanation as a result of trying the new approach, thus clearing any doubts or misunderstandings.



The Business Impact: At the review, the RSMs reported a good degree of success : a greater rapport with their teams, stronger working relationships, greater understanding of their salespeople and one or two people who had not been performing too well had been 'turned around' and were progressing steadily.

The client's later feedback: *"To get a major improvement in performance which can be sustained and built upon often proves illusive, and that is what we achieved. Not only that, our staff have been relatively stable by comparison. There has been a definite improvement in one-to-one skills and this has been reflected in a direct increase in overall results.*

"The techniques that were learned, together with the support of the McQuaig System®, have since enabled us to identify more effectively those people with a greater potential when we have needed to recruit."

We focus entirely on SOLUTIONS appropriate to YOUR situation.