



The Challenge...

Our experience working with clients in the construction industry has shown us that often, the logical, analytical detail – the attributes that make a great technical team – don't easily transfer across into an effective sales approach.

Our client had a department who were competent in dealing with the technical side of their products and applications, but they needed to be able to take a more proactive approach when talking to the customer on the telephone. This was the area they lacked confidence, needing support to help them engage better with their customers.



The Solution...

Whether it's face-to-face or over the telephone, confidence comes from preparation, being armed with a simple set of tools and techniques to influence a successful sales conversation.

This workshop was tailored to our client's technical sales team, enabling them to have a more insightful conversation with their customers. It was designed to support them with the key techniques and knowledge they needed to engage in a proactive, consultative conversation with the customer. This enabled them to better understand the customer's need, offer a more customised solution and therefore influence confidently, resulting in more selling opportunities for the business.



The Result...

- **The technical team improved their ability to engage with the customer, which led to each person receiving at least two new enquiries per month from their interaction**
- **85% increase overall in opportunities generated via the telephone**



It was a great two-days, the team enjoyed it and are now ready to get into new calls. The course itself was excellent, very well put together with some very useful material could take away as prompts when needed.

KD



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mail@ksa-ss.co.uk



01491 220003



ksa-ss.co.uk

KSA Sales Solutions Limited
First Floor Coxon House
Newtown Rd
Henley-on-Thames
Oxfordshire
RG9 1HG

*Achieving powerful performance
by making learning real...*



CASE STUDY
Creating Opportunities via the Telephone