



The Challenge...

To plan for success, you need to be strategic about your areas, organised, well prepared and focused on markets and customers who the the potential to help you achieve your sales goals.

Our client has a high performing sales team but were aware that sales people within the team, weren't thinking strategically or proactively to plan to build new business from new and existing accounts. The sales team collectively were unable to build their own account strategies for customers and had a 'one size fits all' approach. The team always regularly complained they were too busy and they felt this affected their ability to plan.



The Solution...

Focused on winning business from new and existing customers, our initial research was to understand the existing area strategies and account plans to identify why the approach to new business was not proactive. The design allowed delegates to understand the importance of creating a prospecting plan and how to implement one into an area strategy. Course material complemented and enhanced their existing sales process, which meant the team could apply their skills more quickly.

Delegates also looked at how they managed their own territory with a view to ensuring time was being spent with the right opportunities to increase sales.



The Result...

- A number of new accounts opened and with a spend, increased by 150%
- Existing customer sales improved by 10% in the first 3 months of training



Being the first sales course I'd ever done I wish I'd had it 3 years ago – learnt a lot and felt it was really positive!

SW



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



CASE STUDY
Planning for Success