



The client had a profitability and training challenge generated by a group structure consisting of 4 sales teams in 3 different locations, very varied experience levels and training standards and was managed using different metrics with the teams. We were briefed to assess the teams ,devise, report and implement an integrated strategy

TIME FRAME: May '16 – January '17

TEAM SIZE: 40

ISSUES: Lack of training, consistency, reporting, profitability, productivity, reporting, market challenges, branding

From May 2016, we agreed with the client we would deliver 4 strategic objectives:

- 1. Increased** yield and sustained yield growth
- 2. Greater** Productivity
- 3. Consistency** of message and actions across the team.
- 4. Regular and structured** training sessions and “one to one” meetings with the team



These were delivered in the following ways

Stabilization & Growth

An immediate stabilization and upward push on yield on every individual sale from 1st June. The profitability grew by 12% within 4 months

Greater Productivity

in terms of selling appointments and phone calls.
Increased by 22%

Implementation and delivery of a structured rate card

this has been done and is circulated throughout team.

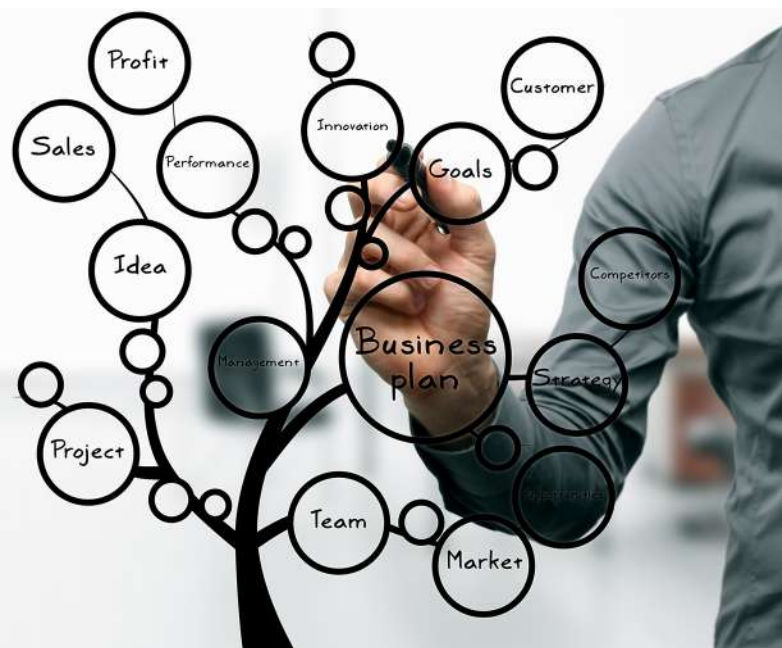
Standardisation & Consistency

of all sales messages, proposals and actions across the team.

Day Structure & Sales Diary

a "day structure" has been implemented, which suits telesales and field sales for several reasons:

- ➔ Every member of the team had the same structure and day plan which galvanizes the team and in turn opens up performance management
- ➔ All field sales reps filled in a diary for each day and time they are out of the office
- ➔ Sales Collateral - the format and content of the sales proposals was changed to be more focused on the benefits and overall penetration of the River Media group and its size



Training - There are now regular Structured "one to ones" with all the members of the sales team and management as directed by the managing director.

Performance Dashboard - A Performance Index Dashboard was implemented, which identified the strategic objectives above and monitored management's view of how we were progressing as a team. This is a visual reminder of the key areas of focus and progress.