

Paul Charles & Associates

Sales Management Consultants

- SALES MANAGEMENT PROGRAMS
- SALES TRAINING & COACHING
- MARKETING & COMMUNICATION

“Helping people sell more and communicate better”

Case Study: Reduce Client’s Training Cost with Innovative Remote Program

Summary: Customized remote sales training solution for national company. Our client realized an eighty-percent cost savings, received outstanding ratings from participants and documented improved sales performance.

Budget cuts in late 2008 caused a national corporation with approximately eighty locations across North America to cancel a five-day training initiative for newly hired sales people. Customarily delivered three times each year at the company’s east coast corporate headquarters, the program typically included a robust module on selling and prospecting skills, systems training and an orientation component.

We proposed and then created a ten-week virtual program, which eliminated all travel and lodging costs and which also enabled the twenty participants to absorb the material at a more comfortable pace. To meet management’s objectives, various department managers were strategically involved, each presenting an overview of how their departments would be interacting with and supporting the sales effort. The program concentrated on four key areas:

- Sales process & selling skills
- Corporate structure & resources
- Business development & networking skills
- CRM system use

During the implementation phase, participants reported high levels of satisfaction with the format and content. Many noted that they were able to instantly apply the material presented, and appreciated the immediate feedback facilitated by the program’s structure, which consisted of two sessions per week. Most were also surprised by the interactive nature of the virtual classes, which included role plays, exercises and weekly written exams. The curriculum was managed based upon the group’s performance on the quizzes and based on input from various Branch Managers who were able to audit select sessions.

A post-program survey indicated that students were extremely satisfied with the presentation style and fast-pace of the classes. All participants indicated that the training met or exceeded their expectations, and that they were able to document improvements in job performance as a result of the sales and business development components. The company’s IT department was also able to confirm more effective use of the CRM system, and local managers reported the new Reps were better able to leverage corporate resources on behalf of their customers. Overall, the company enjoyed an eighty-percent cost savings, and estimated significant productivity gains since the reps were not away from their selling territories for an extended time. Retention levels were also higher when compared to past groups that attended the five-day on-site training.