

Paul Charles & Associates

Sales Management Consultants

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

“Helping people sell more and communicate better”

Case Study: *Help national consumer goods leader create sales training resource bank.*

Summary: *Created and managed an intranet-based interactive site consisting of relevant articles, CD's, books, assessment tools and customized content, enabling sales staff & sales managers to improve work performance via personal development.*

A field-based and sales-driven organization with a sales force of over two-hundred professionals was seeking a practical method of providing self-development and ongoing improvement opportunities for the sales and sales management staff.

We proposed and then created a customized intranet-based resource bank; extensive targeted research yielded appropriate content that was consistent with the organization's consultative and customer-focused selling process. Six key development areas were targeted:

- Sales process & selling skills
- Account management
- Communication skills
- Time & territory management
- Leadership
- Goal setting

During the implementation phase, our research team identified a wide range of effective resources, each acquired with appropriate licensing or user authorization, and each aligned with the company's philosophies and long-term strategic goals. We also helped our client more clearly define the ideal selling process, and created customized content to support its acceptance and field implementation. Over the course of several months the resource bank was further populated with relevant material based on issues of the day, feedback from the sales and sales management team and direction from senior management.

Over the ensuing four years the site was continually updated and used extensively by team members at all levels, and also served as a useful management tool and dynamic curriculum source for implementing staff improvement initiatives after field-visits and performance reviews.

“Paul Charles & Associates created immediate trust and credibility by consistently delivering more than I had asked for... more value than we were paying for.”

Especially attractive was the low cost associated with providing personal development opportunities to a field-based, nationally-deployed sales and sales management force, and the extremely high degree of buy-in from sales and sales management personnel, as the content was tailored to address their real-world, day-to-day challenges and needs.