

Re-engineering the Sales Process in Telephony Sales

Quality Conversations lead to Happy Intermediaries, Happy Consumers & a Happy Bottom Line



CHALLENGE

Prudential sought to **increase revenue and market share** within their **intermediated** market telephony sales channel, consisting of 75 Account Managers and 8 Sales Managers. Lacking any formal sales process, individuals relied heavily on personal relationships to engage accounts. Sales teams needed to think outside of the box to promote a broader product range to both new and regular IFA's. The Client's training and development pathways needed attention. Bigrock's discovery process found:

- Promotion of Sales Managers was based on sales abilities rather than management potential.
- People development was ad hoc and inconsistent

This had resulted in **skill gaps in sales and sales management**.



SOLUTION

Over a four month period the Bigrock team worked with the Client's telephony sales division to:

- Create a Value Proposition statement
- Integrate this Value Proposition within a re-engineered sales process

Bigrock designed and delivered a **Telephone Sales Excellence programme** and a **Telephone Sales Management programme**. To ensure significant phone coverage, the programmes were split into 3 modules and repeated separately for each sales team to ensure all delegates could undergo training without compromising service.



RESULTS

An independent evaluation within Prudential found that as a result of training the team experienced:

- A desired increase in average call time from 4.5 mins to at least 7 mins.
- An increase in the quality of calls through better conversational questioning and relationship building.
- The observation and assessment process was "much more robust across all Telephone Account Management teams".

The evaluation calculated a minimum return of 10 times the initial investment in just 2 months when the sales process was used to contact dormant accounts.

In the aftermath of training, the telephony sale channel experienced:

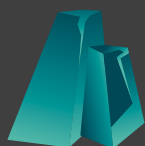
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Increase in business from discrete accounts



FEEDBACK

"Prudential rated the programme 'excellent' in all relevant levels of the Kirkpatrick evaluation model." - Prudential's internal evaluation



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