

Implementing a Division Wide Sales Process

1 Division, 1 Sales Process

74%

Uplift in Product Sales

34%

Increase in Profit

CHALLENGE



As a major British banking institution and a high street lender integrated their mortgage divisions, they sought to implement a division wide sales and sales management process.

During the discovery process the Bigrock team found;

- An inconsistent sales process.
- Sales of mortgage related products driven by offer, rather than customer need.
- Training and developments on an ad hoc basis, resulting in skill gaps in sales and sales management.

SOLUTION



Working with the major British banking institution, Bigrock designed bespoke **sales and sales management processes**, creating the associated documentation and system interface to enable easy and immediate implementation.

A Bigrock Director worked onsite as Interim Training Manager, coordinating the implementation of the sales process and recruiting and structuring a training department of thirty individuals who would manage future development. Bigrock designed training events on **sales process knowledge and skills, opportunity self-generation** and **sales management** to follow our initial Consultative Sales model.

Over a 2 year period, in excess of 250 events were delivered to over 1,100 sellers and 100 managers.

RESULTS

213

74%

Uplift in Product Sales

34%

Increase in Profit

13%

Increase in Employee Engagement

16%

DECREASE in costs

Bigrock embedded:

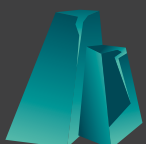
- A culture of needs-based selling.
- A commitment to professional learning and development both institutionally and with key individuals.
- Transferable sales and sales management processes.

The highly successful sales and sales management processes Bigrock developed with the major British banking institution's mortgage division were later mapped to the telephony based mortgage population.

FEEDBACK



"... penetration for IMP has increased from 9% in October to 33% in November following the course..., a 267% increase." - Mortgage Sales Manager



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