

TRANSFORMING A RELUCTANT TEAM OF EXPERTS INTO A POWERFUL SALES FORCE.

Professional Services Team Sales Success



SNAPSHOT

Objective:

Increase business revenue by complementing each team members individual expertise with sales skills and confidence.

Key Challenges:

- No strategic sales system.
- Industry experts but lacked sales confidence.
- Business needed all team members to be driving sales.

Solution:

- 12 weeks facilitated training to build out a Sales Success Blueprint.
- 6 months of coaching and mentoring support to embed changes.

Value Created:

- Tailored Sales Blueprint and Playbook.
- A motivated team of experts who were now confident salespeople.
- Exceeding sales targets by 202% and creation of a strong sales pipeline.

KEY RESULTS



202% Over initial Sales Target



69% Above Stretch Target



Tripled Sales in 2nd Quarter

*"The process with Metisan has **fundamentally changed how the team views selling** and with **great results**.*

*The team is now **enthusiastic** and looking forward to setting higher goals for the future.*

As a business, this has enabled us to confidently put on new team members and know that we will get the business to keep them busy."

Anthony Masciangioli
Director
Riskcom

CURIOUS TO KNOW MORE?

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PROFESSIONAL SERVICES TEAM SALES SUCCESS

ABOUT riskcom

Riskcom is a Melbourne-based risk management company that creates simple and sustainable solutions in complex business environments. Their strategic approach to risk management assists medium to large organisations in understanding their own risk profiles so they can turn potential issues into business opportunities.

The Riskcom consulting team are specialists in various fields of risk management. Consisting of highly skilled and educated technical experts, sales were admittedly not their forte. In fact, they had a somewhat negative perception of sales and selling, which affected their confidence in that arena and impacted their ability to target, win and grow clients effectively.

THE BRIEF

To engage the team in business growth and strengthen their sales skills. Metisan helped Riskcom identify key areas of improvement:

- Boost team's confidence in their selling ability and processes
- Align team member's personal values with business goals
- Establish existing client growth and retention strategies for the team
- Learn how to have constructive sales conversations with new clients

THE CHALLENGE

After unsuccessful attempts to get the team on board and comfortable with selling, even hiring their own business development staff. Nothing had achieved the outcome Riskcom needed.

To help them develop and embed a sustainable sales strategy for their people and the company, Riskcom engaged Frances Pratt of sales solutions firm Metisan.

The most immediate challenge facing Riskcom's sales performance was the team's attitude towards selling. While highly capable and experts in their respective fields, there was a noted disconnect between this and their sales confidence. They saw sales as a 'dirty word', which influenced the team's selling behaviours and their ability to grow the business.

The ultimate aim was to increase productivity, improve the teams' sales confidence by aligning this with their strategy and helping them develop the key skills and knowledge that would help them deliver a stronger sales pipeline.

One team member who originally didn't even plan to participate afterward stated, ***"Who would have thought that selling was fun!"***.

PROFESSIONAL SERVICES TEAM SALES SUCCESS

THE SOLUTION

To improve sales performance for Riskcom, Frances focused on two main areas of development; **Riskcom's sales process** and **their team's actions within the sales arena.**

Sales Confidence & Process:

In an initial twelve-week facilitated training program, Frances stepped the team through discovering what **Successful Selling** looked like for them individually and as a team. Building around their clients and their buying process. They started by creating a multi-pointed value proposition that would form the foundation of their Sales Success.

Sales Behaviour:

Stage two of Frances' approach was delivering a six-month sales management program where she helped the team set SMART goals and then coached them — both together and individually — to help them meet and exceed those targets.

Frances guided Riskcom's leadership to set an initial target for significant sales improvement (GOOD) along with an ideal target (BETTER), then the ultimate stretch target (BEST). Communicating these targets to the team placing clear accountability for each team member. All managed through a fortnightly team review process and monthly review with the business' leadership.

THE RESULTS

Following the twelve-week facilitated learning program and six months of coaching and mentoring, sales results and team performance were reviewed and compared against sales goals.

By the second quarter of reporting Riskcom had not only exceeded their initial sales target by 202% but had blasted through their ultimate stretch sales goal by a further 69%.

"Fran was working with a tough audience and won their hearts and minds," stated Anthony Masciangioli, Director and Managing Principal.

Comparing the team's approach to picking up the phone and confidently talking to clients before and after the training, he says, **"They are like chalk and cheese."**

KEY OUTCOMES

- More robust sales pipeline
- Increased staff confidence and understanding of company goals.
- Development of a clear actionable sales process.
- Establishment of an ongoing sales management process.
- Coaching and mentoring resulting in team meeting targets.

SALES BLUEPRINT AND PLAYBOOK

Professional Services Team Sales Success



THE PROGRAM

We help growth orientated Professional Service Teams to consistently win clients they love. We help them craft and embed a sales blueprint and playbook through our Metisan Blueprint Program.

Creating and embedding client-centric activity and vibrancy. Helping to build a team that thrives and delivers real business results.

"I work with the team as a whole and individually. I teach people how to take their personal attributes into selling, so it's not an artifice. It's taking real people and showing them how to flex their sales muscles."

Explains Frances of this coaching and mentoring period.

WHAT CLIENTS SAY



ALEX STOKES,
REBOOT

**I now think differently,
positively about selling**

Fran made an incredible difference to how we engage with our business.

This made me think differently, positively about selling. A sentence I never thought I would utter! ;)



HANNAH BROWNE
MIDNYTE CITY

**Ideal Mentor to
Improve your Selling**

Fran is an absolute superstar, and easily one of the most talented and well-rounded sales professionals I have met.

Her passion for helping other people succeed in sales makes her the ideal mentor and advisor for people who want to improve selling.

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