

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.

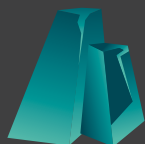


RESULTS

An **independent evaluation** within Prudential rated the programme as "**excellent**" in the relevant levels of the **Kirkpatrick evaluation model**.

The evaluation reported that:

- There had been a **positive shift in behaviours** trained across the board.
- In the **month after the conclusion** of the last training module, the **team had written £0.5m APE from previously dormant accounts**.
- Hence the **evaluation** attributed a **minimum return of 10 times the initial investment** when the sales process was used to contact dormant accounts.



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