

Case Study: Sales Improvement Training & Coaching

Client Sector: Corporate Hospitality

Number of days: 30 days in total

Objectives: To improve the sales capability of the Sales Executives and Account Managers to provide more confidence in client relationships, increase productivity and deliver greater sales conversion.



Working with the Sales Manager, Human Resources and Head of Client Management to identify the key skills required for a cross-functional sales team. Perceptions Coaching delivered skills training and 1-2-1 sales coaching which had the following effects:

- **Individuals were able to get through to the decision makers more frequently**
- **The quality and volume of appointments improved – 22% increase in sales activity**
- **Improved sales conversion from 35% to 43%**
- **Sales team achieved their sales targets more consistently**
- **The team were able to have more rapport with clients – improving customer service**
- **The team had more focus on their desired outcome – enhancing effectiveness**
- **The Sales Executives had a more structured approach – improving efficiency**
- **The team were more disciplined on the telephone – getting better results**

Quotation from Sales Manager: “Working with the established sales teams Perceptions Coaching delivered improvements in sales techniques with individuals, which enabled Club Wembley to achieve more consistent results across the department. Additionally, through a tailored training programme, Perceptions Coaching improved the rapport skills of the Sales Executives and Account Management team. This helped to improve the relationships with Club Wembley clients, in a competitive and challenging marketplace.”



Quotation from Head of Client Management: “As a result of working with Perceptions Coaching, there has been a marked improvement in the team’s performance and in our relationship with our clients. Most importantly, the team now recognise the need to develop every possible opportunity to innovate and to deliver exceptional customer service.”

Quotation from Sales Executive: “As a result of the coaching I have been able to get through to people higher up the chain – the decision makers – more quickly and more frequently.”

Contact us today to improve your sales performance.....

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