

A Global Power And Engineering Company

A strategic review of sales performance



The task

A strategic review of sales performance in one of its major divisions prompted this global power and engineering industry player to review the skills levels and commercial acumen of its sales people and provide them with a range of tools and techniques to improve performance and consistency across the team. The requirement was to assess the capabilities of the salesforce against a set of competencies, conduct a gap analysis, and design and roll out a series of training modules globally that would address these gaps and deliver a sustainable improvement in performance.

The solution

Momenta was engaged for the task, based on our track record and the successful delivery of previous projects for the company. We worked with the client to benchmark a set of agreed competencies, before designing and carrying out a multi-faceted assessment of 550 salespeople and account managers in 20 countries. The Moment associates then worked with the company's president and country heads to design and implement a sales development and change programme, titled SCOPE, which was delivered worldwide to 150 managers and 400 salespeople. Following this, we trained a further 2,000 people over a period of three years through a series of modules which included essential sales, essential sales management, finance for non finance people and strategic account management..

The outcome

The SCOPE programme has improved the effectiveness of the sales team and enabled the client to achieve its objective and has resulted in it achieving its target sales performance. For the first time, our client has a consistent approach to sales development, with a set of clearly defined competencies, a benchmark for managers to coach against, and – most importantly – a professionally trained global salesforce. We continue to work together, looking at and redefining what it needs to do to stay ahead of the competition.

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98% Quality Assurance approval

3 services provided