WILSON LEARNING

SUCCESS STORY

GROWING A GLOBAL BUSINESS THROUGH A CONSISTENT & ALIGNED STRATEGY

As this worldwide staffing & recruitment firm created its global sales strategy, they partnered with Spectra Learning Group (a Wilson Learning business partner) to create a vision, develop a plan and successfully execute a sales effectiveness curriculum. The integrated global sales strategy has contributed to three years of continuous growth.

BUSINESS ISSUE

This firm sought to improve its global competitive position with a consistent global sales strategy. Implementing such a strategy would be a challenge for them due to local practices in each country, but in the end would help them differentiate themselves from the competition and support their growth strategy.

SOLUTION

This firm's strategic analysis showed that developing the global sales force was a critical success factor for growth. A detailed competency map was laid out for all levels of sales reps. Addressing 13 separate competencies, Spectra Learning and the firm developed a plan to help each sales rep in many aspects of their sales career. To create a foundation of knowledge, each sales rep attends:

- Counselor Salesperson
- Negotiating to Yes
- Presentation Skills
- Versatile Salesperson

For more advanced sales skills, global account rep can also attend:

- Creating Competitive Business Solutions
- Consulting with Clients
- Creating Team Mastery

A supporting curriculum for managers was built to give them tools and to enable them to coach the concepts taught to their sales reps. Some of the management courses include:

- Managing Sales Performance
- Leading Competitive Business Solutions

Client:	Worldwide Staffing & Recruiting firm
Industry:	Staffing & Recruitment
Focus:	Sales Effectiveness
Core programs:	Counselor Salesperson, Negotiating to Yes, Presentation Skills, Consulting with Clients, Creating Competitive Business Solutions, Leading Competitive Business Solutions, Managing Sale Performance
Other deliverables:	Competency modeling, selection tools, curriculum mapping, consulting
Solution summary:	Multiple programs with coaching, tools, and reinforcement delivered to worldwide sales force
Solution Benefits:	Business grew organically 50% in 3 years without significant acquisitions.

In addition, Spectra Learning Group assisted the firm in many other areas of their business, including:

- Competency model development, integrating global input.
- Assessment to identify the gaps between current and necessary performance.
- Job descriptions and selection tools for global sales, sales management, and support roles.
- Global delivery of all programs in several languages.
- Supporting and consulting as the firm implemented sales force automation technology.

Implementing a consistent global sales strategy has changed how this firm operates. It has allowed them to compete in new arenas and win global accounts in various industries.

OUTCOME

The combination of content and services has helped align competencies with strategies in a complex implementation. Global reach and consistency are now a competitive strength with key multinational accounts. Because of that, many companies now recognize this firm as a truly global company. Rolf Kleiner, Sr. VP, GM International said "Because of this training, we have become more proactive than reactive, which made a significant impact on our business results."

This firm now does business in every continent except Africa, and sees substantial growth potential in the future with its coherent, integrated sales strategy.

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