

Case Study

Sales Performance Management Business Drivers and Solutions



Sales Performance Management - Business Drivers and Solutions

Clients engage with TSA Europe for many different reasons with drivers unique to their business circumstances and environment: this will be the same for you. TSA ensures that any engagement or intervention is fully aligned with the reality of the business environment and the market context in which you find yourself. Our work is always outcome focused and in most cases we carry out a deep diagnostic analysis to ensure that the scope of our assignment fit perfectly with your requirements.

Here are some of the real drivers that have resulted in clients engaging with TSA and some of the solutions that we provided to:

- **Driver:** *“My sales people need to be able to influence new and existing customers throughout a complex sales cycle”*
Solution: Workshop and Coaching/Mentoring The Psychology of Selling.
- **Driver:** *“Our market is now moving more rapidly than we can cope with and we feel that in the present buoyant market the Group has not developed the business development skills and behaviours that we need to succeed”*
Solution: A root and branch diagnostic of the existing skills and behaviours of the business development team across several business areas and markets against the competency profile of high performing business development people. This was followed by the implementation of a skills and behavioural change programme to get the team to proficiency and then high performance as quickly as they were able.
- **Driver:** *“My business is growing through acquisition and I want to implement a sales performance management strategy to ensure that we realise the value of the two sales forces as quickly as possible”*
Solution: Sales diagnostic to identify and define the sales competencies and performance of both sales forces in order to capture and develop new corporate sales competencies that crystallised high performance and competitive advantage from both companies; followed by the implementation of a fast track Learning Path to transition both sales forces to the new way of selling.
- **Driver:** *“My sales force is underperforming when selling to senior Executives”*
Solution: Diagnostic of the performance gap against industry and TSA high performance followed by a series of workshops and Coaching/Mentoring Selling to Senior Executives.

- **Driver:** *"I am not meeting my sales target sand I don't know why?"*
Solution: Sales Diagnostic to identify and define the sales challenges that you are having including the 20% of actions that will deliver 80% of the outcomes you need.
- **Driver:** *"The business is moving into a new market and we do not have/do not know the sales competencies that we need"*
Solution: Sales Diagnostic followed by Sales Methodology Development and Sales Training and behavioural change.
- **Driver:** *"Due to a strategic change in our business I need to identify and keep my high performers"*
Solution: Sales management and sales force assessment against market and business high performance profiles followed by structural change implementation.
- **Driver:** *"We are growing and I need to augment my sales team"*
Solution: Sales force profiling followed by assessment and selection.
- **Driver:** *"Our new strategy will require more consultative solution selling than before and my sales people do not all have this competency and behavioural set and I need to change this"*
Solution: A performance diagnostic to assess which sales people have the competencies and behaviours to succeed in consultative solution selling and the gap in the performance levels required followed by a behavioural change programme that delivers and sustains behavioural change. Also an augmentation of the sales force once those who cannot make the change to the new way of selling have been dealt with.
- **Driver:** *"The business needs a new Sales Director; having worked with us to re-structure the sales team, based on our new market and products, can you use your network to find us one"*
Solution: Definition of the role and performance requirements followed by the identification of several candidates and their assessment. The provision of an interim sales director tasked with starting the performance improvement initiative.

- **Driver:** *“I want to capture what high performance exists in my sales teams and make sure we improve performance and lock it in across the businesses that I am responsible for”*

Solution: A deep sales competencies diagnostic against best practice and TSA’s high performance profiles in order to define what high performance is in the business followed by the implementation of a Learning Path to get all of the teams to proficiency as quickly as possible. Thereafter a full review of job roles, performance criteria and competencies to capture the competitive advantage inherent in the sales force.

More Information

Possibly one of the above drivers and solutions may resonate with a challenge or issue that you have at the moment in your role as a Director or Manager with responsibility for sales teams, their targets, capability and performance. If so, then TSA Europe would welcome an opportunity to discuss your particular situation and explore how we can help you achieve your sales business objective.

To know more about this solution please contact author@tsaeurope.co.uk

About Us

TSA Europe is one of the world’s longest running Human Performance Management Companies, focusing exclusively in the field of HPM. Since our foundations in 2000, our company has assisted more than 60,000 people from over 200 companies, with the knowledge, systems and tools to make immediate, sustained and measurable improvements to their performance.

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