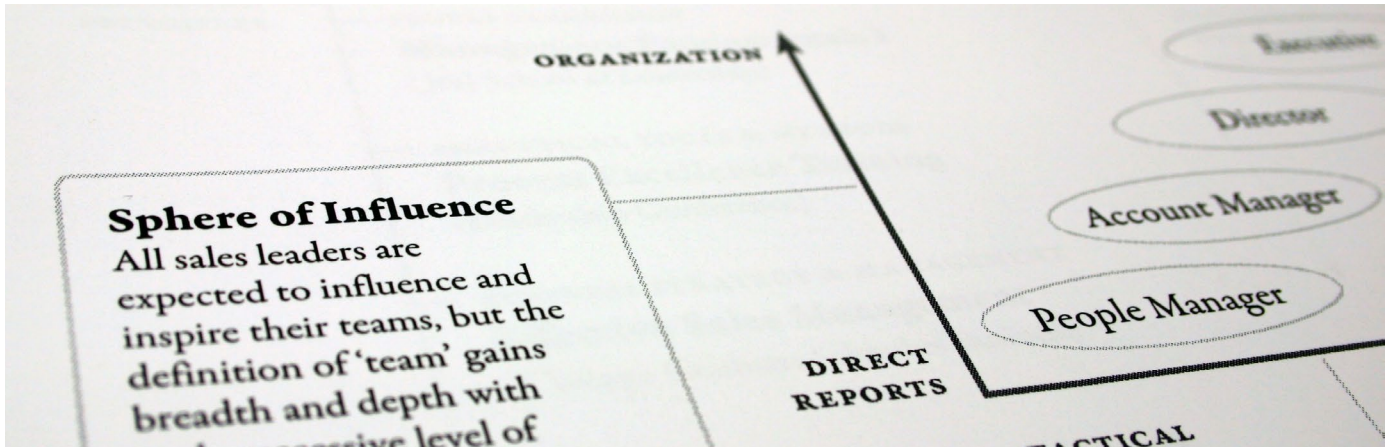


# Improve sales responsiveness through training and development initiatives



## Situation

This confidential client was losing market share and needed to strengthen their sales organization. Existing efforts were hampered by turnover, an inadequate pipeline of management candidates, and lack of a clearly identified progression for professional development.

We were hired to help with a series of separate communications and training initiatives that were intended to build an effective management pipeline, reduce time-to-effectiveness for new hires, improve sales management training, and improve and consolidate career development programs.

## How we helped

One key benefit we provided was helping stakeholders see how seemingly unrelated solutions could be integrated into compelling, cohesive systems. We organized development content into practical, audience-centered materials, built internal brands to communicate value, and created stakeholder presentations for use in garnering support and explaining the changes.

## Services provided

- Analysis and strategy
- Stakeholder communications
- Branding
- Instructional design
- Information design

## Outcomes

- Reduced time-to-effectiveness for newly hired sales representatives, resulting in positive effect on market share
- 100% of leadership training program participants were successfully promoted to positions of significantly greater responsibility
- Improved consistency and usability of career development materials
- Improved efficiency of sales management training