

HELPING
CLIENTS
SUCCEED.

CASE STUDY

MANUFACTURING FIRM: GLOBAL CONSISTENCY AND
LOCAL ADAPTATION

A BIT OF BACKGROUND AND CONTEXT

Our client is a multimillion-dollar, global manufacturing enterprise, employing 47,000 people worldwide in 80 countries. Because of recent acquisitions and the consequent growth of the sales and account management organizations, the company's approach to client management was inconsistent across the regions. Customers began to notice this difference from one site to another.

WHY THE CLIENT NEEDED HELP

The client was aware that inconsistent sales and service performance threatened their reputation in the marketplace and their retention of key customers. This led them to initiate a cohesive commercial-excellence process with a primary focus on sales and account management.

Achieving their goals would enable our client to retain more customers, achieve stronger top-line growth, and improve margins. They selected FranklinCovey to partner with them in a large-scale effort to establish a globally consistent approach across sales and other client-facing groups in multiple geographies.

WHAT WE ACHIEVED TOGETHER

To successfully transform the client's sales and account management approach, FranklinCovey implemented a multi-modal strategy deployed over a sustained period of time. Since the success of any sales initiative depends upon the support of sales leaders, we began our engagement with *Sales Leader Base Camp*, which includes intensive coaching practice. *Qualifying Opportunities*[™] and *Key Account Management* rounded out the initiative, with training delivered around the world by expert FranklinCovey facilitators in local languages.

FranklinCovey customized program materials to reflect key industry and organizational changes. We integrated references to the client's new sales and account management processes into our content and post-training sustainability activities. Additionally, we created internal marketing pieces the client used to ensure high enrollment and engagement in our programs.

INDUSTRY

GLOBAL MANUFACTURING

SOLUTION

HELPING CLIENTS SUCCEED[®]

SALES LEADER BASE CAMP

QUALIFYING OPPORTUNITIES[™]

KEY ACCOUNT MANAGEMENT

THEY NEEDED TO ESTABLISH
A GLOBALLY CONSISTENT
APPROACH ACROSS SALES
AND OTHER CLIENT-FACING
GROUPS IN MULTIPLE
GEOGRAPHIES.



Sales Leader Base Camp helps sales leaders accelerate the performance of their sales teams by implementing playbooks and proven processes while upgrading their own sales skills. It's just one part of the *Helping Clients Succeed*[®] methodology.

This approach, supported by expert FranklinCovey coaches, helped our client lower expenses in anticipation of further growth.

WHY IT MATTERS TO YOU

The client sought to embed commercial excellence across all businesses to heighten efficiency and productivity, accelerate growth, and increase the level of customer satisfaction. FranklinCovey's sales and account management transformation program proved instrumental in helping the client achieve its goals and we were named "Partner of Choice" with a five-year agreement in place.

If you would like to transform your organization's sales and account management approach, FranklinCovey can help.

ABOUT FRANKLINCOVEY'S SALES PERFORMANCE PRACTICE

We help sales leaders and learning and development professionals to evolve sales teams, personally and professionally, to enhance performance, achieve sustainable results and gain the ultimate competitive advantage.

Through sales training, consulting and coaching, FranklinCovey clients execute consultative selling skills and build capabilities around pipeline growth, rigorous qualification, negotiation, closing, effective sales planning and process, sales leadership and sales management.

MORE ABOUT HELPING CLIENTS SUCCEED®



Helping Clients Succeed® is FranklinCovey's award-winning methodology that teaches sales people how to become remarkably better at the person-to-person aspects of sales. They become trusted advisers to their clients by seeking first to understand their clients' needs and then working together to create win-win outcomes that benefit both sides.

For more information about FranklinCovey Sales Performance solutions, contact your client partner or call 1-888-705-1776. You can also visit www.franklincovey.com/salesperformance.