

# Case Study: Essilor

## The Situation: Get More Sales People to Quota

The head of sales for this global healthcare manufacturer was in the hot seat—he had delivered only half of his forecasted revenue growth for the last two years, Average sale price for his products was falling, profit margins were shrinking, and the sales force was failing to sell its most profitable products. Ultimately, only 29% of his salespeople were achieving their quotas.

Frustratingly, this state of affairs persisted after he had deployed a new sales process, invested heavily in sales enablement technology, and increased the volume of call planning within his sales force. And then the realization came: He had ignored an important change agent in his sales force—the frontline sales managers.

## The Solution: Sales Management Code

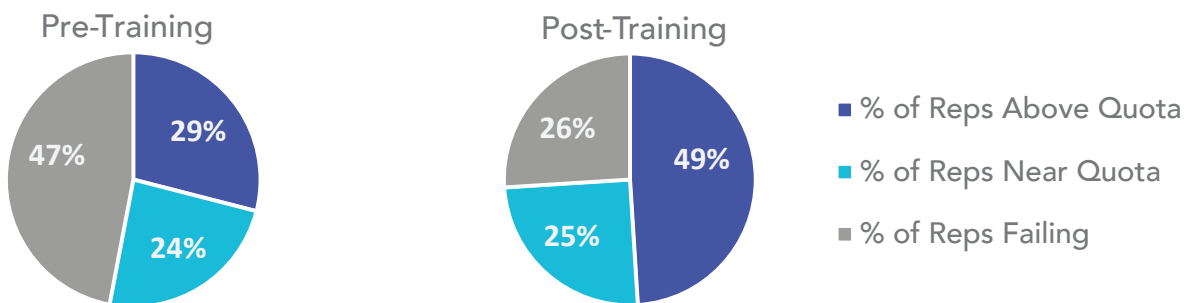
The sales leader chose to engage Vantage Point to assist because he viewed us as the sales management experts. We partnered with his internal development team to deploy our research-based frameworks that:

- Mobilized his sales managers as key change agents
- Improved the managers’ sales coaching skills
- Established a rigorous management rhythm
- Focused the sales team on consistent execution of its most high-impact activities
- Held managers and sellers accountable for improved individual performance

## The Results: Improvements Across the Board

In a little more than a year:

- Average sale price increased by nearly 10%
- Product cross-selling improved by 44%
- Percentage of sellers above quota rose from 29% to 49%, with another 25% near goal



### About VantagePoint Performance

VantagePoint is the only agile sales performance company delivering diagnostic-based training and consulting solutions—all grounded in the latest academic-led, agile sales research. The VantagePoint proprietary Agile Sales & Coaching Platform includes an agile diagnostic that identifies the behaviors and unique situations your sales managers and salespeople face in the customer’s journey. Leveraging your company data, you will know the behaviors and strategies your high-performing managers and sellers use to win in each specific selling situation. With VantagePoint, you will equip all your managers and sellers to be situationally fluent, to execute each unique interaction in the buyer’s journey like your top-performers. Our mission is your performance, we are VantagePoint Performance and we are agile to the core!