

Case Study: Financial Services

Better Interactions

A nationally recognized financial services company had a disciplined rhythm around the number of interactions the company's sales managers had with its frontline sales consultants. However, leadership wanted to improve the content and focus of each meeting.

Wanting an outside perspective, the company brought in VantagePoint to assess the company's sales management framework and bring new ideas to the table that would improve the value of the interactions.

*“I have seen, without a doubt, the recalibration of the interactions between sales managers and sales consultants. The interactions are now more efficient, focused, robust, and more forward-thinking.
– Northeast Region Managing Director, National Financial Services Company”*

The Diagnostic

VantagePoint began by assessing the company's sales management framework and existing sales processes. The assessment revealed the following:

- There was inconsistency in adoption of the sales management framework across teams
- The sales force had variances in the application of the framework
- Interactions between sales managers and sales consultants were generally focused on the inspection of past events, with minimal time available to focus planning.

Unifying Sales Managers

VantagePoint implemented a “train the trainer” strategy to ensure that the sales managers were equipped to train the sales consultants on how to effectively operate within the sales management framework. The custom sales management training program is rooted in VantagePoint's Cracking the Sales Management Code methodology, which improves sales managers' ability to drive specific activities that directly affect sales performance.

Another objective of the training was to unify sales managers so their sales consultants would receive consistent training. The training was also designed to help sales managers shift the focus of interactions with sales consultants from inspection-based conversations to strategic forward-planning conversations. In addition, VantagePoint also helped the company refine its sales management rhythm.

“We liked that the VantagePoint coaching program is compatible with any sales methodology, so we were able to align it with our existing sales management framework, which is very important to us,” said the Northeast Region Managing Director.

Increased Consistency, Adoption and Sustainability

The company has experienced adoption of the training program across all levels of sales consultants, sales managers, and executive directors. Unifying the sales managers has also helped the company reach its goal of increasing the consistency, adoption, and sustainability of the sales management methodology among all teams.

The refined sales management rhythm has also made the interactions between sales managers and sales consultants more efficient, focused, and robust. Furthermore, the training has helped sales managers shift the focus of interactions from inspection-based conversations to more forward-looking planning sessions. Sales consultants have reported that the more collaborative approach is better in helping them prepare for meetings with prospects. They are now better equipped to identify high-value target clients, develop strategies to engage target clients, and more effectively prepare for client meetings to provide relevant solutions that address clients' needs.

“The program has provided us with the capability to clearly define which high-value activities best provide the results that match our strategic plan. This clarity has led to the biggest change, which is refocusing our efforts to define who we are engaging, how we are engaging them, and how to most effectively improve the value of each engagement.”

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!