

A deep & practical insight into the transition from commodity to complex system sales

OVERVIEW

Two strategic partners of PP Electrical Systems Ltd were looking at ways to create a structured sales process, which could be tailored to their specific needs. The process would take away any variances or individual's perceptions of a given sales opportunity, how it would be evaluated and processed. Both companies believed that their

current sales processes were not as efficient as they could be, sales resource was being wasted on the wrong type of enquiry, meaning resource was not sufficient in dealing with better / more suitable prospects – meaning conversion rates were not satisfactory and sales growth was being stunted.

THE CHALLENGE

The need to "un-teach" traditional sales practices and demonstrate that sales, like any given process in an organisation – can have a set structure and a specific process for which to follow.

The development of sales people to understand the current complexity of the sales process and the need to progress from selling a commodity product to a bespoke solution based on a given customer's needs.

OUR SOLUTION

Using the basic methodology of "Selling to Zebra's", combined with PP's own experiences of solution selling into World leading OEMs, a series of interactive sales training sessions were delivered over a number of months. Customer profiling systems were agreed and put in place as well as a step by step process map, which allowed

prospects to be evaluated against a given set of criteria and values. This profiling and sales process framework allowed the sales team to clearly identify the optimum prospects and establish how to handle sales leads in an efficient manner, as well as appreciating the steps that would need to be taken to maximise the conversion rate.

RESULTS

"The training gave deep and practical insight into the transition from commodity to complex system sales. This is extremely valuable to our company as our customers are increasingly asking us for integrated assemblies."

- Matthew Aldridge, Managing Director of IGUS UK

"Following the training we developed a process where we could recognise quickly those prospects that could utilize not only our products but our core competencies thus increasing our chance of success. New business is the life blood of any organization, the training has helped us identify the prospects that are more likely to give us the greatest success"

- Nigel Broad, Director Lutze UK