



Team Development Tool

CLIENT CASE STUDY

Customized Resource Bank



Paul Charles & Associates

Client Case Study



A field-based and sales-driven organization with a sales force of over two-hundred professionals was seeking a practical method of providing self-development and ongoing improvement opportunities for the sales and sales management staff.

We proposed and then created a customized intranet-based resource bank; extensive targeted research enabled us to provide content that was consistent with the organization's consultative and customer-focused selling process, resulting in enthusiastic team buy-in and use.

Six key development areas were targeted:

- Sales process & selling skills
- Account management
- Communication skills
- Time & territory management
- Leadership
- Goalsetting

Summary:

Helped national consumer goods leader create a sales and sales management resource bank.

We created and managed an intranet-based interactive site consisting of relevant articles, media, books, assessment tools and customized content, enabling sales staff & sales managers to more conveniently improve work performance via personal development.





During the implementation phase, our research team identified a wide range of effective resources, each acquired with appropriate licensing or user authorization, and each aligned with the company's philosophies and long-term strategic goals. We also helped our client more clearly define the ideal selling process and created customized content to support its acceptance and field implementation.

Over the course of several months the resource bank was further populated with relevant material based on issues of the day, feedback from the sales and sales management team and direction from senior management

Over the ensuing four years the site was continually updated and used extensively by team members at all levels, and also served as a useful management tool and dynamic curriculum source for implementing staff improvement initiatives after field-visits and performance reviews.

Effective Team Development...

Especially attractive was the low cost associated with providing team development opportunities to a field-based, nationally-deployed sales and sales management force, and the extremely high degree of buy-in from sales and sales management personnel, as the content was tailored to address their real-world, day-to-day challenges, interests, and needs.

“Paul Charles & Associates created immediate trust and credibility by consistently delivering more than I had asked for... more value than we were paying for.”

Clients of all sizes and types have realized significant ongoing benefits from our work, ranging from more effective onboarding to increases in new and recurring revenue, as well as:

- Systematized, proactive sales management
- Improved meetings and conference calls
- More effective sales & business development
- Increased client engagement

CONTACT US TODAY!

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