

## MANUFACTURER ALIGNS ENTIRE SALES ORGANIZATION BY ADDING Q<sup>4</sup> POWER TO SALES EFFORTS



### *Client*

A nationwide manufacturer that supplies products to a wide variety of industries. It is among the five largest companies in its field.

### *Need*

This company's sales organization lacked alignment around a common sales strategy. The diverse salesforce of 250 was assembled from a variety of mergers and acquisitions. Its sales effort lacked cohesion. Its personnel needed to sell under a common banner and platform, and to speak the same language in terms of selling strategy, planning, and tactics.

### *Our Solution*

Psychological Associates recommended SELLING TO THE POWER OF Q<sup>4</sup>, its comprehensive sales process designed to align all efforts of sales around a common platform to increase returns. While the SPQ<sup>4</sup> process is self-customizing, our facilitators collaborated with this organization to further adapt elements to meet its unique requirements:

- Facilitated top management in establishing an overall sales strategy to serve as a common goal for the entire organization
- Surveyed all levels of sales and select customers to determine commitment and alignment to the strategy
- Designed and delivered online learning and short workshops for both salespeople and managers to learn core skills and practice them in terms of the sales strategy
- Developed a common language and culture for selling by building customer relationships
- Customized program so that each salesperson used his/her own real-life case to practice and to sell successfully after participating in SPQ<sup>4</sup>
- Involved sales managers at every step so that SPQ<sup>4</sup> skills and tools would be reinforced and applied in the field for future sales success.

### *Results*

- The diverse salesforce is much more unified, selling under a common sales strategy.
- Sales managers have tools for effectively coaching salespeople, rather than simply monitoring efforts or telling them what to do.
- Bottom line:
  - Over 70 percent responding to a survey stated the SPQ<sup>4</sup> experience increased sales revenue/productivity by 25 – 50 percent.
  - 92 percent responding to a survey feel SPQ<sup>4</sup> is currently helping them increase revenue/productivity.

### *Ongoing*

- Salesforce and managers use common language and concepts from SPQ<sup>4</sup> to reinforce continuous communication around achieving sales goals.
- Entire salesforce has completed SPQ<sup>4</sup> and will participate in follow-on development.

