



Stepping up sales performance

Background

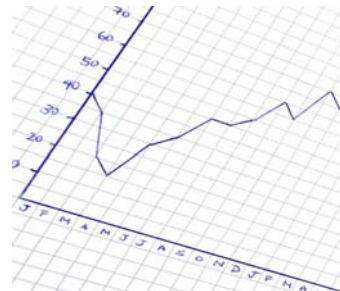


Key Training is one of the leading training organisations in the UK having been established for over 40 years. It has 11 sites throughout the country providing support and quality training to young people. In the last ten years, it has provided training for over 200,000 individuals in a variety of vocational areas including administration, retail, warehousing, IT and customer service management. Through its sister company, Key Training Solutions, outsourced training services are delivered to such organisations as Barclays, Shell and the London Stock Exchange.

Situation

Key Training identified that it needed to become more commercially astute if it was to have continued success in the training provider market. Since Government funding for training was never likely to increase fundamentally there was a need for Key Training to become more flexible and competitive. Key Training needed a solution that would:

- Create a selling culture
- Introduce a company wide qualification process
- Provide better qualified sales leads and subsequently more productive client meetings
- Encourage performance management as a discipline
- Streamline the overall sales process



Solution



The Employer Engagement Coach (EECoach) was selected by Key Training as a core tool to address its business goals. In the first instance, the EECoach allowed Key Training to revisit sales basics and to put in place a common and successful approach to Employer Engagement.

EECoach Home page

Janice Eighteen, Operation Director for Key Training commented on the selection of the EECoach:

“The Employer Engagement Coach offers a professional, commercial approach to sales but recognises the particular characteristics of government funded training.”

Results

Key Training now places significant focus on the early stages of an engagement and ensures that it addresses the employer's business needs. At the same time by using the Perperitus OPENFACT™ qualification process, Key Training now has a formal procedure that ensures its sales executives receive qualified leads that result in better quality appointments. Combined with the use of a structured meeting methodology, this is turning good meetings with prospective clients into great meetings that ultimately lead to higher revenue generation.



With ongoing support from the EECoch and the continued training and enhancements offered by Perperitus, Key Training is more commercially astute and has a culture that is sales focused.

Benefits

Using the EECoch Key Training has been able to adopt a formal sales methodology without major upheaval or having to learn a completely new approach.

Key Training is moving towards its goal of becoming a more commercially aware organisation with:

- A more focused telemarketing operation providing better qualified leads to its account executives
- Account executives that are more prepared for each meeting
- Changes in the sales process that ensure it is more orientated towards the employer's needs
- A reduction in the amount of time wasted through inefficient practices

The profile of Key Training has been raised amongst government training initiatives and bodies such as Train to Gain and the Learning Skills Council. Employers are able to understand the various training options available to them better as Key Training is communicating in their language. In short, Key Training is now engaging with employers in a commercial manner that is generating more business.

The Future

The EECoch is not a static tool. It grows with the requirements of the training provider. Key Training recognises this and is committed to providing regular training updates. Future developments will include:

- Integration with a Customer Relationship Management (CRM) package to allow the sales process to map to sales data
- Greater focus on account management and revenue generation from existing accounts
- More strategic sales decisions knowing that they have the methodology to deliver successful outcomes

The EECoch is based on the principles of providing the best possible support and advice to individuals to help them raise their game. It is not intrusive; it is a personal coach available to the individual when they want it, wherever they are. For more information, please contact: David Batup - db@perperitus.com, Office – 0118 965 4066 or visit www.eecoach.com