

College Retail Partner Substantially Grows Pipeline with New Culture and Process

Overview

A 100 year-old company is the industry leader in providing solutions to the college and university retail environment with a suite of products including technology, ecommerce, textbook college store design and textbook solutions. The dynamic and changing environment in the retail market on college and university campuses created an opportunity for this company to reorganize their sales team. It partnered with Carew to train and refocus the sales team from a transactional and reactive team to a consultative sales team to work with customers to find opportunities and solutions in the changing and dynamic market.

Specific Client Performance Challenge (GAP)

The challenge the company faced was transitioning the sales team from a transactional and service provider to a team that used a consultative selling approach. The need to work with customers in identifying opportunities and solutions in the changing environment was a key to the success and profit of the college store and the organization.

Carew Solution

The company introduced Dimensions of Professional Selling™ (DPS) to the entire Enterprise Sales Team including sales leaders, managers, and inside and outside sales. Business Intelligence and Development, Marketing and Enterprise Sales team support resources were also included in the training.

Client Leadership Support

The Chief Sales Officer (CSO) introduced the Enterprise Sales Team to DPS to change the culture and the way his team interacted with customers. The CSO's goal was to build a consultative sales team challenged to build relationships and identify the opportunities with customers. The desired outcome was to become the resource that customers relied on to provide the solutions to drive profits in their stores and all the profitable business for the company from the customer.

TAKE THE LEAD

*“Loved this training!
So valuable and learned so much that I will immediately be able to incorporate into my work...”*

“Loved it! Was active, engaging and beyond educational. The concepts and practices will be valuable and effective in the field.”

- Company DPS Participants

Reinforcement

The organization trained one of their own employees to be a certified DPS trainer so they can continue to reinforce DPS internally.

As a follow-up for the training, they implemented eight one-hour webinars with reinforcement assignments prior to the webinar so the webinars were not re-teaching the content but, instead, were helping to drive the learning transfer from the classroom to the field and producing profitable revenue. The webinar pre-work consisted of reading white papers and articles provided by Carew to reinforce the content that was to be reinforced on the webinar. The second part of the pre-work was utilizing an internet based tool called DPS On Demand. DPS on Demand is an on-line training module with assessments at the end of each module. The sales leaders have access to the reporting provided with DPS On Demand, including how much time they spent in each module and their assessment scores and how many times it took them to pass the assessment.

The company currently has a certified DPS trainer on the Enterprise Sales Team. The team member schedules and conducts DPS reinforcement during weekly regional sales team calls, team leader calls, and monthly Sales Team calls. A schedule is provided every month with an agenda on the module and DPS Reinforcement activities. DPS On Demand and the eight one-hour webinars were implemented right after the three-day training session that was attended by Sales Team members to reinforce the workshop content.

Results

There is a new culture, language and process at the client organization. DPS Training, in addition to a new CRM tool, has contributed to positive results that continue on an upward trend for the company's Sales Team. A pipeline of opportunities, identified by Sales Team members using the new skills learned in DPS, has reached levels in the millions of dollars. As managed services and products are rolled out, the Sales Team has secured its customers opportunities to benefit and profit. This has resulted in the profitable business available from customers who have partnered with the client organization.