



CASE STUDY

UNLOCKING SALES POTENTIAL

PROFESSIONAL ACADEMY TEAM UP WITH SWAGELOK MANCHESTER TO DELIVER A HIGHLY EFFECTIVE BESPOKE ISMM SALES TRAINING PROGRAM.



Professional Academy delivers bespoke sales training, achieving quick wins in terms of customer experience, sales, staff retention and recruitment for established market leader.

SITUATION

Swagelok Manchester, the market-leading distributor of industrial valves and fittings in the north of England, knew it had to take action. With competitors continuously looking to gain market share, a higher skill set was required to maintain their premium pricing strategy. A traditional transactional sales approach would not do the job either. Change was needed and when sales director, Steve Corfield, began to think about restructuring the sales strategy inline with an evolving business plan, he realised that implementing sales training would be crucial. But who could provide such training?

SOLUTION

“Part of reorganising the commercial function was implementing a number of contemporary sales management processes, such as segmentation, KPIs, key account management and pipeline management.

Improving the skills of the sales team to move from features and benefits selling to solution sales was essential.

I was new to the company but the sales managers advised that training was something that the team had wanted for a while and there was an internal desire for it and for it to hold a recognised accreditation,” explains Steve.

“So, I invited three companies to come and talk to us about the type of sales training that was available. We discussed the pros and cons of a public course versus a bespoke course. Then we sent out some of the sales team onto some of the units of the public courses the providers were offering, to conduct a full evaluation of each.

“I decided on a bespoke ISMM qualification route with Professional Academy as the provider, whose references had been excellent. Then I sat down with Martin Hutchins, Professional Academy’s managing director, to build up the modules to reflect our evolving business plan.”

Martin explains more about the bespoke nature of the Swagelok solution:

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SOLUTION CONT...

“ We worked together to build up a bespoke course, which ended up being eight modules running every two months over a 16-month period. It really is a hybrid approach to qualifications. Swagelok wanted its sales team to achieve level 3, however, because their strategic plan incorporated areas of level 5 knowledge, we tailored a programme where they get a level 3 qualification but where we are actually doing other areas of delivery during the workshop to cover all areas of their sales strategy.

“ There is also a second modification, in that the programme is very much contextualised around Swagelok’s business, so we’re doing the workshops in new forms, including developing new approaches to their sales call during workshops, that they’re integrating into their sales process when they leave the training room. It’s not just ‘Here’s the stuff, off you go,’ it’s ‘Here are the ten objections specific to your business that you need to be aware of. Here’s how to integrate that into your conversation. And here’s what the tradables are that you have available during your sales conversations.’ So, we’re actually building up a knowledge bank on the fly during courses, which will ultimately deliver a standard way of doing things that Swagelok can integrate into its strategy and learning support materials.”

SUCCESS

It is early days in the programme delivery, just a couple of modules in, yet successes are already evident, according to Steve.

“Sales are up. It’s been successful from a team building perspective, and from the sales team’s perspective. It’s successful because they’ve seen an investment from the business in them, specifically. And they do like the fact that there is a professional qualification at the end of it, in-fact, we’re already talking about the next steps, that when they’ve completed this at level 3, they can go up to level 5 or 6 where they’ve got options to go down a sales management route, a marketing route, or a key account management route.

“ Also, already we’re looking at it helping with retention because staff can see beyond the first 18 months and they can see further training and development down the line. And it’s definitely helped with recruitment because every person we’ve interviewed over the last few months and we’ve spoken to about the ISMM qualification opportunities, has gone away, done the research and said ‘yeah, I don’t have a career plan where I am, there’s no training available, other than product training, and here everything’s set out for me.’ So from a recruitment point of view, it’s definitely been beneficial.

CLIENT SUMMARY

“Professional Academy’s knowledge and experience of the training that’s being delivered is first class. It is a very personable company; you get that feeling of a personal touch. They’re all on the same page, all enthusiastic about training people and all very, very professional. I highly recommend them...”

**Steve Corfield, Sales Director,
Swagelok Manchester**

**If you would like to arrange a
free sales training consultation
including a competency framework
assessment contact Andy Hart today
via**

**develop@professionalacademy.com or
0844 800 5256.**

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