

# **The Sales Academy**

## **Researched designed and implemented by Sales Consultants**

I have had the privilege of working with Sales Consultants from 1997, and have set up 2 Sales Academies in two different industries during that time. Both businesses had similar requirements in that there was a large field sales force (around 150), with little or no training provided to date, inconsistent approach to achieving sales outcomes, and many employed as sales people who were not suited for the role. Cultural change was required and the Sales Academy provided me with the vehicle to lead the sales function through necessary and transformational changes, turning them into a professional sales force.

The Sales Academy approach developed with Kurt allowed me to roll out national standards for training and sales process for the sales force, and graduation was required to remain in the roles, or be successful in securing one of the many new positions that the program was able to create and promote.

We developed a complete sales system which produced KPI's for business strategic outcomes from the field salesforce, and provided a framework for the field salesforce to engage prospects and customers, knowing that they are trained to achieve the desired outcome. I also tailored salesforce automation into the solution, and Kurt was able to accommodate every change required along the way, so reps were trained in professional selling and the Sales Systems at the same time.

Sales Managers were assessed and specific training was developed and delivered for them to grow as sales coaches in the field – all part of the Sales Academy plan. Kurt researched every role with infield accompaniments, and also went out with the sales managers to help them get used to their new coaching roles.

The sales staff provided very positive feedback. More importantly delivered improved performance as a result of the Sales Academy training and coaching program. A clear understanding of the sales process and what needs to be done to get it back on track when things go wrong gives all sales staff tools and knowledge to develop and deliver strategic business outcomes.

I was successful in securing supplier funding to finance the investment necessary to develop and train the salesforce, by allowing our trade suppliers controlled access to our graduated and professional sales teams for them to influence and incentivise for more sales. The highlight of the year is the national sales conference which both reps and supplier partners join together to recognise the sales stars, as well as make connection with other reps that create a support network when they need some extra help.

Sales Consultants have been a major part of my career success, and I am happy to take a call from anyone who is considering their services and provide my feedback and appraisal. I have no hesitation in recommending them for a variety of consulting work including creating a Sales Academy for your business.

***Phil Saddleton***

***IDA & National Accounts Manager***

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***Former National Marketing Manager Campbells Wholesale***

***Former National Sales Manager Office Brands***

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