

# Adoption of Sales Best Practices Drives 10% Increase in Market Share

Blackdot helps a leading Australian bank develop a new sales process and performance management program to significantly boost revenue.



## CHALLENGE

A major commercial bank was struggling to fully exploit opportunities to grow market share. Performance varied significantly across its sales team, which desperately lacked the high-performing behaviours needed to meet ambitious targets. The company was also committed to doubling its sales team headcount over the next three years, but didn't have a formal and structured on-boarding program in place.



## SOLUTION

Blackdot's team of consultants provided a four-pronged solution that included:

- Development of an instructional 'How We Do Business Around Here' playbook, based on documented high-performer best practices
- Crystallisation of sales coaching and performance management non-negotiables and forums (including their frequency and rhythm)
- Introduction of individualised performance improvement plans and new-hire on-boarding programs aligned around the 'How We Do Business Around Here' framework
- Standardisation of event and market-driven content and activities under a 'centrally generated - locally applied' model.



## RESULTS

- Increase from \$185 million to \$440 million in year-on-year revenue over four years
- Increase in market share from 15% to 25%