

## Developing the Skills to Out-Sell the Competition

Blackdot helps a leading financial services company enhance their frontline sales effectiveness to win new clients



### CHALLENGE

A global financial services company was achieving consistent organic growth, but to step up to the next level, needed to change the way it targeted 'game-changing' sales opportunities. Only two people in the company had previously received sales training, so understanding and applying sales best practice was a key opportunity. The 'shift' in organisational focus towards larger, more sophisticated prospects also necessitated a proportional uplift in sales capability.



### SOLUTION

To support their ambitious new sales aspirations, the company took part in Blackdot's Frontline Selling Behaviours program, leveraging its evidence-based view of 'what good looks like'. The program provided an outcome-oriented focus on real-life business opportunities at all stages of the learning process, including building real target lists, access strategies and sales plans. This structured capability program was instrumental in getting the client off to a flying start, supported by ongoing access to Blackdot's Sales Enablement Platform online resource.



### RESULTS

- Identification of 178 specific target market names representing over \$170 million in annualised revenue
- Reorganisation of salespeople into more specialised and targeted roles based on their capability assessment
- Progression towards winning some of the largest prospects in the company's history (e.g. a large exchange house in the UAE and a large bank in Australia)
- Development of a complete game plan for salespeople to approach two prospects in their current pipeline, outlining key contacts, access strategy, value proposition and information-gathering imperatives