



THOMSON REUTERS

... becoming a high performing, solution sales team

42 FORTY2

Thomson Reuters Governance, Risk & Compliance (TR GRC) delivers a comprehensive suite of solutions designed to empower audit, risk and compliance professionals and business leaders to reliably achieve business objectives, address uncertainty, and act with integrity.

As part of its vision to provide end-to-end financial service compliance solutions, Thomson Reuters had acquired a number of market leading specialist businesses. Each business came with a sales force competent at selling low to medium value, stand-alone products aimed at a singular part of a client's regulatory function. BUT the newly amalgamated business required a sales force capable of selling high value, integrated solutions to C-level decision-makers, demanding the management of a longer, more complex sale.

TR GRC turned to Forty2 to help with this requirement. Why Forty2? Because of its knowledge of Thomson Reuters, its track record of successfully designing and delivering programmes of this nature and its ability to produce observable and sustainable change in sales force behaviour.

Forty2 started the project at leadership level, by defining the competencies required to lead teams selling integrated solutions. All sales leaders were then assessed against the defined leadership competencies and coached and developed accordingly.

Focus then switched to the salespeople. Forty2 and the sales leaders worked together to identify the competencies demanded of a person selling integrated solutions in a complex environment. The salespeople were benchmarked against these competencies, the output of which formed a personal development plan (PDP).

The PDPs allowed for a highly individualised approach. Each sales person embarked on their own unique programme involving a combination of intensive short burst SkillShot™ training sessions, sales simulations, field observation and personal coaching. This approach allowed each participant to maximise learning while minimising time away from selling.

The impact of the programme was immediate. In a very short period of time sales leaders remapped the entire sales process, devised a score card to identify high probability prospects, developed metrics to monitor and appraise the sales person's ability to drive a complex sale and designed individual development plans for each team member.

In turn, tangible and significant results have been observed of the sales people. Specific outcomes include:

- Enhanced ability to engage with the 'C-suite'
- Improved scoping of complex client needs and identification of 'pain' points through utilisation of advanced questioning techniques
- Engineering of compelling buying visions
- Development of stronger 'return on investment' arguments
- Shorter sales cycles resulting from greater control of the sales process
- Protection of margins through more effective negotiation of complex deals

Want to know more?

Contact us by calling **08700 704242** or email: info@4ty2.co.uk

"Our challenge was how to control and drive a complex sales process to deliver a positive result faster"

"The key was to develop a programme that would produce an observable and, most critically, a sustainable change in sales force behaviour – and Forty2 delivered"

"It was evident from the start that this would require more than an 'off-the-shelf' training programme. Participants would need to be challenged, involved and supported if the required change was to be delivered"

"Change was immediate both in our sales leaders and sales people. The training was excellent, but what made the real difference was the one-to-one support, given by Forty2, ensuring learning was translated to the workplace"