



Case name: Growing Sales the Whole Brain Way

Company: International Courier

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The challenge: Demand to improve sales and maintain customer loyalty with a greater number of clients.

Purpose:

To use the Whole Brain concept to create and cement first class client relationships and best match sales team to clients.

Existing conditions:

Business was good and the existing sales teams were effective but a new management team was looking for ways to optimize existing business, improve sales and meet targets.

Desired outcomes:

Short term: A workable new strategy to better optimize the sales team and their initiatives.

Long term: Increase sales and customer loyalty.

Whole Brain interventions, processes, and strategies:

The intervention started with the profiling of all sales teams and the teaching of Whole Brain concepts as they related to selling. The next step was to understand the implications of thinking style preferences in the client relationship. Using the Whole Brain model as a guide, the group worked to strategically align the sales account managers to the “best fit” with the client purchasing managers. HBDI Profiles were not done on the purchasing managers, but their buying styles and other information was analyzed and then “matched” to the profiles of the sales managers. Even when the “fit” was not perfect, strategies were developed to best optimize the relationship and understand client needs and communication styles.

Summary of outcomes:

An improved success rate in sales was observed almost immediately with one client. In fact the surprise “bonus” was the ability of the sales managers to now shift to a more consultative selling approach through the application of the Whole Brain model. For example, a large client, in the engineering parts business throughout Europe only used this courier for “late” shipments that occurred after 5 p.m. All other shipments went out regular mail. The sales manager “walked around” the four

quadrants to explore the advantages of the use of their courier services for ALL shipments. In fact, many of the purchasing managers “internal customers” had different thinking style preferences from their own and could benefit from the consulting that the sales manager could provide with this approach. To help the purchasing manager better respond to accounting for example (A quadrant), the sales manager explained the cost/value ratio that his company’s services would provide, more efficient billing etc. The ease in tracking package deliveries would allow a much more rapid and practical procedure for inventory etc. (B quadrant). Customer service would delight in knowing the terrific service and guaranteed delivery time their customers would receive (C quadrant). The leadership of the organization would enjoy the strategic advantage that the cutting- edge, innovative delivery options provided the organization (D quadrant).

Optimizing the results:

Short term: The company saw a 300% increase in sales with this particular client through a more comprehensive, Whole Brain, consultative approach to the purchase managers issues, which responded to their needs as well as other internal clients within that company.

Long term: Other client relationships are improving and there are early indications of sales increases. The Whole Brain approach and more consultative relationships that have resulted are creating more in depth, strategic “partnerships” with clients, which will certainly improve customer loyalty.

Success measurement criteria applied:

The four quadrant success measurement process provides for up to 100 points to indicate the level of success attained in each of the four different aspects of the project. The success measurement results area as follows:

A quadrant: Increase in sales was achieved

B quadrant: Alignment between sales managers and purchasing managers was successful

C quadrant: Customer relationships and loyalty are improving AND (bonus) a consultative selling approach has emerged

D quadrant: A whole new approach to customer relationships and opportunities is now recognized through the consulting they are providing.

