

BUILD AN INDUSTRY
BENCHMARK SALES
TRAINING ACADEMY

COMPETITIVE
SALES EDGE IN A
CROWDED GLOBAL
MARKET

CREATE A LEGACY
OF CONTINUOUS
PERSONAL
DEVELOPMENT

CASESTUDY

COMMERCIAL INTERIORS FURNITURE

EMPOWERING SALES PROFESSIONALS
TO MAKE THE RIGHT CALL
AT THE RIGHT TIME
TO EXCEL IN THEIR CAREERS





The brief and our approach:

The Longley Sales Academy was selected by a global furniture, storage and seating manufacturer to partner with Global Leadership, Human Resources and Learning and Development to create an **Industry Benchmark Sales Training Academy** to differentiate themselves in an increasingly competitive global marketplace.

The purpose of the training academy was to equip the global sales community with the skills, attitude and behaviours to dominate the marketplace in selling a high value, high quality product in a traditionally price-sensitive industry.

A five-step development approach was taken in partnership with the in-house training department to deliver in line with the aforementioned brief:

- 1. Assessment:** Accurately measure all Leadership, Sales & Account Management personnel to objectively identify skills, knowledge and behavioural gaps that were limiting performance.
- 2. Design:** Design training interventions, on both global and local levels, sequencing delivery of modules based on the priority gaps and the client's strategic focus.
- 3. Roll-out:** Longley Sales Academy trainers deliver the training workshops in UK, Australia, Switzerland and Germany. Train the trainer programme to facilitate local delivery by in-house client trainer team.
- 4. Protect the investment:** A coach the coach programme was rolled out to all sales leaders and managers to ensure all new skills, tools and behaviours were coached into the business.
- 5. Create a legacy:** Put in place an annual training programme to sustain and build on the common language of sales. Local 'nudge and improve' workshops to take individual teams to the next level. E-learning reinforcement modules to keep the learning alive and track improvement.

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Outcomes and success factors:

As a result of the close partnership that the Longley Sales Academy built at all levels within the clients business, we were able to achieve and sustain the following outcomes to firmly position this business as one of the most recognisable and successful office furniture companies in the world:

- **A consistent 'language of sales' across the business on a team, country and global basis.**
- **Build a sustainable 'coaching culture' between the sales, management and leadership teams that fostered collaborative working and a high-performance mindset.**
- **Supported the in-house trainer teams to deliver world-class sales training programmes at speed to support the strategic imperatives of the business.**

As a result of the partnership with the Longley Sales Academy our client was the only company in their sector to measurably increase sales year on year during the last global economic downturn.

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