

A COMMON  
LANGUAGE OF SALES

DRIVING  
SUSTAINABLE  
BUSINESS GROWTH

SALES EXCELLENCE  
& BEST PRACTICE

# CASESTUDY

FINANCIAL SERVICES  
PROVIDER

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





# The brief, outcomes and success factors

A large independent provider of products for long-term savings and investments selected The Longley Sales Academy to address a number of sales performance challenges. One of the biggest obstacles the company was aiming to overcome was the issue of no 'common language of business', which was impacting the company's ability to drive sustainable business growth.

We were asked to help professionalise the UK intermediary business sales function away from a regional way of doing things to adopting a national 'Language of Sales and Customer Development'.

We applied a two-phased approach:

**PHASE 1:** Working with leadership and regional managers to put in place a robust sales process and coaching framework to support the overall objectives of the business in driving new business acquisition and client retention.

**PHASE 2:** Roll-out a Skandia Language of Business and Sales Excellence whilst supporting the Regional Managers to embed 'best practice' into their teams and drive sales high-performance.

The organisation subsequently grew to become the dominant intermediary platform of choice in the UK.

Longley Sales Academy Ltd was recognised at the 2013 Sales Conference receiving the award for the 'Most Significant Contributor to Success from an External Provider'.

"We developed a bespoke training programme which all of the sales managers, and subsequently sales consultants participated in. I can honestly say that it delivered a measurable level of extra sales, and changed the culture in the team.

We've all been on sales courses, but my engagement with Longley Academy was the first which ever made me change things permanently.

Hard working, dynamic, straight talking and good fun at the same time - I recommend them to anyone".

HEAD OF SALES UK



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