

Sales Leadership Coaching



Situation	Delivery	Impact	Comment
A global services business incubated the development of technology to automate the search, discovery and enhancement of video assets to develop new revenues for corporate content owners and creators, libraries and newsrooms. The team needed to create the go to market plan and supporting tools and assets to attract the first sales hires.	▪ Defined the 'go to market' plan in collaboration with the management team ▪ Active contributor to Pitching of proposition to pilot partners and developing initial pipeline ▪ Coached team in story telling and pitching ▪ Implemented hiring process and hired first sales and pre-sales heads	▪ Secured senior hires to deliver sales plan ▪ Planned and delivered major launch event ▪ Built initial pipeline of major names in news, advertising and content libraries for product trials	"We needed coaching to kick start our attack of the market. Wayne's background and experience spoke for itself, but he also knew how to deliver. He defined a clear and aggressive approach to market and understood the customer base intuitively so as to marry our solutions to their needs. Wayne was professional, supportive and driven to succeed."
The client is an established location services business delivering market leading data, software and expertise to a long list of leading brand names in the UK Europe and Asia. The management team decided to invest in supporting an internal appointment of a new Sales Director to grow and lead the sales team through a period of challenging market changes.	▪ Coach the newly promoted Sales Director ▪ Implement updated performance management approach ▪ Increase the intensity of deal and pipeline reviews ▪ Update territory and account planning activity ▪ Install recruitment and induction processes and recruit 6 new heads	▪ Rapidly establish a focused agenda built around pipeline management and deal closing ▪ More than doubled new business bookings over three quarters ▪ Established Sales Director as a trusted contributor to a growing revenue success story	'... clear improvements in performance across the team. The changes make sense and we can see how they will stay in place and grow beyond the term of the assignment.'
A global data services business with an ongoing commitment to the coaching and support of its 700+ sales people rolled out a multi layered sales and sales leadership coaching programme. The planned mix of classroom and remote supported by digital assets and portals but had to be redesigned to have impact in a Covid world.	▪ Significant collaboration with partners and client created a high impact learning experience ▪ Lead video based workshops addressing customer engagement, behavioural preferences, listening skills and story telling ▪ Support the design and ongoing improvement of coaching materials	▪ Coaching and facilitated workshops for c.150 sales people and sales managers ▪ Maintained learning records to support ongoing development of sales coaching initiatives ▪ Facilitated the alignment of sales managers and their teams to ensure learnings were tracked and reinforced in the field	'... delivered excellent work on projects ranging from sales organisation analysis, to competency creation and assessment. He is also an excellent facilitator and knows how to engage an audience to create a space where learning takes place for everyone.'