



CASE STUDY

Define, Assess, Recruit, Develop & Coach

DESIGN & BUILD A WINNING SALES TEAM

CUSTOMER

A global IT Consulting & Systems Integrator

INDUSTRY

IT, Telecom

REQUIREMENTS

- Recruit a new sales team
- On-board effectively
- Measure performance

SOLUTION

- Unitive HR/OD Consulting
- Competency Framework & Assessment

BENEFITS

- Sales team designed, recruited and on-boarded at speed
- Clear team development and coaching plan
- Team quota exceeded in first fiscal year

Building any successful team can be a bit of a puzzle, which building blocks do you use? Where do you focus?

Engaging current Unitive consultants with partner Directional, the Australia and APAC leadership of this leading global IT Company navigated this puzzle in a clearly planned fashion.

Having recently completing a global restructure the executive were ready to launch a new sales team focused on selling a portfolio that represented 50% of the companies overall growth. The team required would cover Australia, Asia, Middle East & Africa, geographies both distanced physically and culturally.

For the target markets and offerings being sold, the first step was to define best practice competency scorecards for the roles. Once this was agreed and aligned to the organisations selling process the search for talent could commence. Shortlisted candidates were

assessed according to the benchmarks, as were the small handful of retained sales representatives. Managers and sales specialists were hired. With a personalised and targeted on-boarding journey, team development program and coaching to the best practice scorecard the team:

- Were at full productivity in a 1/3rd of the typical time
- Had a clear training needs analysis, development and coaching plan (at individual & team level)
- Ensured ROI on hiring decisions
- Exceeded their fiscal year sales target

Talk to Unitive about our talent development lifecycle and competency focused consulting that drives business results.