

SALES TEAM GOES FROM LAST PLACE TO FIRST

Case Study 116

The Situation

A sales manager for one of the **largest financial services companies in the United Kingdom** had just been promoted to Regional Sales Director. However, his elation was short-lived when he discovered the challenges that existed in his new area.

While there were many positive aspects of his new role—good people, a quality product, and a substantial customer base -- his team had the worst performance record in the country! They were achieving **only 60% of their annual sales targets**, employee morale was at an all-time low, and the entire region was headed in a downward spiral.

On top of all of that, the stress of his job was beginning to affect his personal and family life, **contributing to an overall feeling of dissatisfaction and frustration.** *This is an impossible situation!*

Work of Best Year Yet

Realizing that some dramatic change was necessary, the director started by participating in a Best Year Yet Personal Program with the help of a coach. The process required he answer a series of questions that, while simple, proved to be eye opening. The result was that the Director **came away from the initial experience remembering all the great things he had achieved and a renewed sense of enthusiasm and purpose.** With that attitude in place, he took the Best Year Yet program to his entire team, and starting at the top, made sure that it was implemented in all the various departments that made up his team. He involved everyone in the plan from the “Big Boy” decision-makers, to the administrative support staff, and everyone in-between, and claims the outcome was that **they started to understand one another and be more trusting and forgiving.**

What he discovered was that Best Year Yet was not only making a difference at work—by **developing a high performance team**—but his personal life was beginning to improve. The process is two-fold: in addition to the goals set every week on behalf of the business, each team member also had a plan in place for their personal objectives and dreams. The director started to notice how much more attentive he was to his family members and their aspirations, and relationships improved all around. Quite simply he felt he started getting the balance right and began to feel good.

He also noticed that his co-workers were beginning to discover the same sort of balance. **As personal lives improved, employee morale improved, productivity increased, and sales performance went through the roof!**

The Results

Although the Regional Director faced some initial opposition when it came to delivering the process to all members of his team, his board was amazed by how many **incredible results were produced by the remarkable and simple methodology.**

Staff satisfaction increased from 41% the first year to 92% in the second—the best score ever for the region, and they became the first region to deliver 100% plus performance and break even against cost. The region aligned on teamwork and shifted their focus to results, creating a real performance culture in

the process. Within the next two years they rose to become the top region in the country and **added \$7 million to the bottom line.**

Over the next 5 years, the average income of the sales staff increased 87%, and 80% of the Regional Managers moved on to senior positions in the group.