



 **Salestrong**

**Transforming the SME payment solution market
for Worldpay with best in class Sales Academy.**

Worldpay see £2million sales within 1 year with Salestrong Academy

Steve Moore National Sales Director

"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works!" "Inspirational training which gives every seller the tools to increase their own sales, increase their own commission"

Michael Millard Regional Director

"The sales training delivered to the Worldpay sales force has been excellent. This has resulted in a complete shift in focus, away from talking about themselves and Worldpay towards truly understanding the customer needs."

Clare McCartney Account Manager

"I found the salestrong team very professional and knowledgeable of our industry. They helped me rebuild my structure and add key components that I continually left out, improving my signing numbers and decreasing my let me think about it customers"

| Business Challenge

Global payments provider, Worldpay, identified a need to develop a world-class sales capability programme for their SME team. However, with no common sales methodology, they needed the sales team to change approach in order to effectively sell the value of Worldpay solutions.

| Bespoke Solution

Salestrong were chosen by Worldpay to design, build and deliver a bespoke transformational sales academy for the field sales team and Regional Directors.

The programme was broken down into 3 key phases:

- **Diagnostic** stage
- **Design** of Programme
- **Delivery** inclusive of Pilot

Salestrong led the project for the entire Academy launch beginning with a rigorous diagnostic phase. During this phase, our sales coaches assessed the capability of the field sales team in their real life customer interactions.

The result of the Diagnostic stage allowed Salestrong to observe that the sales team could improve in the following areas:

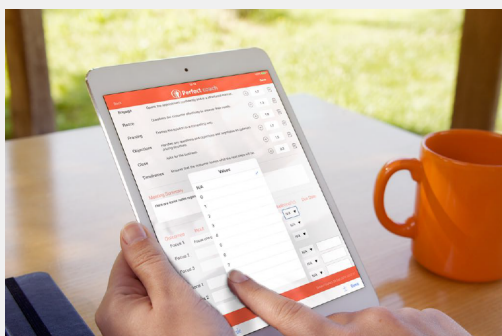
- More effectively differentiate the Worldpay value proposition in an increasingly competitive market.
- Understand the customer's business and offer a tailored solution.
- Quantify customer benefits and demonstrate ROI.
- Move from transactional to consultative selling.
- Regional Directors needed to take a greater leadership and coaching role to ensure learning culture succeeded.

Perfect Coach App

An integral component to the programme success, Salestrong designed and built the Perfect Coach app. Perfect Coach is an iOS application that allows the speedy recording of Sales Coaching sessions in-the-field.

The app supported the Regional Directors in their coaching and embedding efforts, resulting in a significant increase in the quality and quantity of observational coaching sessions.

The app provides valuable insights via a series of charts presented as a Dashboard.



The assessments were used in the Design phase to create a bespoke Academy programme that would close the gaps in capability and accelerate the performance of the sales team.

A two day pilot was run with a small group of the academy intake before the programme was formally delivered over a 2 month period.

The delivery phase of the Academy provided a high degree of innovative training and coaching content including:

- Live simulations using actors.
- eLearning support for all academy intake.
- Intensive application or sale workouts
- Bespoke Sales Manager coaching app to support the embedding of these new capabilities.

| Sales Performance. Guaranteed.

As a global leader in payments processing technology and solutions; Worldpay were looking for a return on their investment which was a key factor in choosing Salestrong.

Within **month 1** they saw over **£80million** in increased card turnover and a further **£2million** in increased and retained sales within year 1 of the academy being run.

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| About Salestrong

Salestrong is a sales performance consultancy providing sales transformation services in some of the worlds largest companies, through our Training, Coaching and Consulting expertise.

We're trusted for 3 key reasons:

- We offer bespoke solutions to achieve your goals.
- Our clients choose us because we align with their values.
- Finally, we guarantee a return on your investment.

Sales Performance. Guaranteed.



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